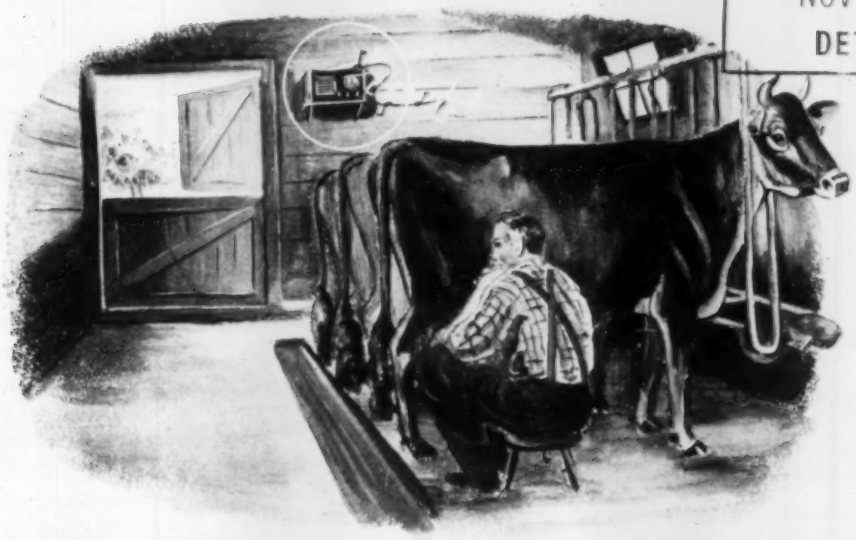
BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

TECHNOLOGY DEPT
DETROIT PUBLIC LIBRARY

YES! IOWA FARMERS DO "LISTEN WHILE THEY WORK"

LIBRARY
NOV 2 - 1948
DETROIT



THE 1948 Iowa Radio Audience Survey* shows that 11.3% of all Iowa farm families "listen regularly" to non-auto radios *outside their homes.*

54.6% of these Iowa radios are located in the barn! Thus radio advertisers in Iowa get a substantial bonus of listenership from farm families, during their working hours outside the home. . . .

Each year since 1938, the Survey has been aimed at two objectives: (1) to furnish up-to-date basic information on Iowa radio listening habits, set ownership, and station and program preferences; (2) *to provide new information* not previously gathered. "Extent of regular listening to non-auto sets *outside* the home," for instance, is one of the 1948 Edition's several new research achievements.

The 1948 Iowa Radio Audience Survey is replete with facts that *you should know* about radio listening in Iowa. Write us—or ask Free & Peters—for your copy, now!

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* IOWA PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

"My customers ask for products they hear about on WLS"

Mrs. Emma Stephen
Stephen Dry Goods Co.
Boswell, Indiana

BOSWELL, Benton County, is a typical small Indiana town catering to the business and social life of surrounding agricultural areas. The county is 100% rural—not a town with more than 2,500 people. For the past twenty years the Stephen family has been in the dry goods business in Boswell. Their close association with the people they serve has led to bonds of friendship, social as well as business.

Mrs. Emma Stephen, who now manages the family store, grew up with the majority of her customers. For over forty years she has lived in Benton County. Her customers are friends—each with a different need—each with personal preference. However, according to Mrs Stephen they have one common acceptance—WLS. Through service, entertainment and advice, WLS has become an accepted part of business and social functions.

Recently, WLS entertainers appeared in Benton County and played before capacity crowds. The 2,940 radio homes in the county sent 2,934 letters to WLS in 1947 . . . 99.8% response! WLS has the highest BMB in the county—90% day, 92% night.

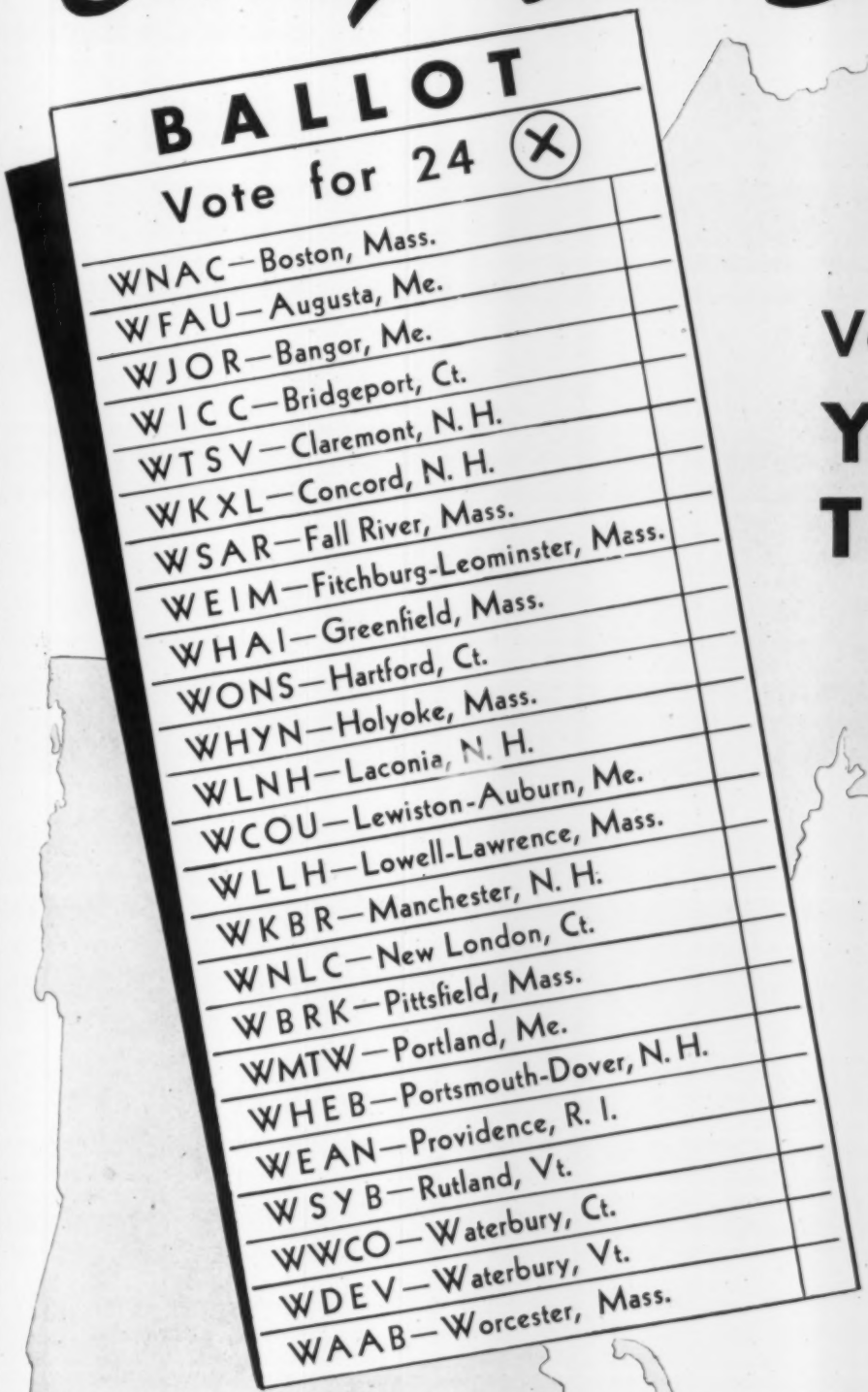
This proof of popularity—of acceptance—indicates the confidence these listeners have in the service and friendliness of WLS. It is this confidence that brings customers into stores asking for WLS-advertised products. For, as Mrs. Stephen says, "Many of my customers ask for products they hear advertised on WLS."

Benton County is an important market, with retail sales of $9,300,000 and an effective buying income of nearly 14 million dollars. Yet, it is only one of 567 BMB daytime counties in the WLS coverage area. For information on how WLS confidence, acceptance and loyalty can be put to work for you in this huge Midwest market, ask any John Blair man.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

Carry New England



Vote a straight YANKEE TICKET

Twenty-four Yankee home-town stations, covering all New England, with a potential audience of more than eight and one-half million people in 89.4% of New England's radio homes.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

NOT yet in memo stage is new approach to industry wide sales promotion. Plan envisions separate NAB advertising bureau operating as subsidiary, similar to ANPA's Bureau of Advertising. Idea fits into proposals for vastly expanded promotion, with All-Radio film as first step.

GENERAL FOODS planning to replace its present two half-hour Sunday television shows on NBC, 8-9 p.m., with hour-long *Theatre Guild of the Air* in mid-December, but opposition being met from Philco Corp., sponsor of Philco *Playhouse* which follows General Foods hour. Philco objects to back-to-back programming of two dramatic shows. Meeting of top executives of advertisers and Niles Trammell, NBC president, scheduled this week to resolve problem. General Foods current shows: *Author Meets the Critics* and *Meet the Press.*

IF FCC decides on retention of any or all clear channels, it concurrently will consider power limit above 50,000 w not only on 1-A's but on 1-B (semi clear) outlets. It's conceivable, therefore, that 50 kw limit would be raised for the 32 1-B's as well as remaining 1-A's, if any, with corresponding increases for other stations to keep from upsetting existing interference levels.

GENERAL MOTORS (Chevrolet) through Campbell-Ewald Co., New York, will schedule radio and television spot announcement campaign in mid-January to coincide with showing of new Chevrolet cars.

GRASS-ROOTS year for Justin Miller proposed as code-enforcement spearhead. NAB president, who believes standards must be put over at local level by small groups of stations, would attend all state association meetings and sit around table with broadcasters in hundreds of communities.

AMERICAN TOBACCO Co., New York (Lucky Strike) through its agency, BBDO, considering 4:30-5 p.m. period five times weekly on CBS for daytime program [CLOSED CIRCUIT, Sept. 13]. Agency pre-tested one program owned by Bernie Schubert featuring Don Ameche at CBS last Wednesday. Other shows have been considered and decision may be made within fortnight.

WHO will be radio's No. 1 Senator depends upon gods of political fortune and perseverance. If GOP organizes Senate, an inevitable contest is seen between atomic Sen. Charles W. Tobey of New Hampshire, who holds Banking & Currency chairmanship as well as acting chairmanship of Interstate & Foreign Com-

(Continued on page 86)

Upcoming

Nov. 4-5: Ohio Assn. of Broadcasters, Deshler-Wallick Hotel, Columbus, Ohio.
Nov. 6-7: AWB District 13, Gunter Hotel, San Antonio, Tex.
Nov. 14-20: National Radio Week.
(Other Upcomings on page 63)

Bulletins

PHILCO Corp., Philadelphia, announced record radio unit sales for nine-month period despite general industry decline. TV Unit volume 360% over last year. Total corporate sales set alltime record, with fourth quarter to be ahead of third.

DR. VLADIMIR K. ZWORYKIN, RCA Labs. Div. v-p, to be awarded Poor Richard Gold Medal Jan. 17 in Philadelphia for TV achievements.

McGILL APPOINTED

W. B. McGILL, advertising manager of Westinghouse Radio Stations, named to All-Radio Presentation Subcommittee of NAB Sales Managers Executive Committee by Eugene S. Thomas, WOR New York, chairman of top committee.

U. S. GETS NO CHAIRMEN ON MEXICO CITY COMMITTEES

EIGHT committees named last week by High-Freqency Broadcasting Conference at Mexico City, but United States and Russia got no chairmanships.

Russia, as expected, quickly opened its badgering tactics. First it objected to seating of Gen. MacArthur delegate representing Supreme Command Allied Powers, Japan. Russia asked by-lateral international body represent Japan. Objection referred to Committee on Credentials. Russia objected to seating of UNESCO observer.

Russia proposed all basic questions be decided by unanimous vote, with two-thirds vote for major items. Proposal defeated 30-8.

United Kingdom objected to seating of Israel delegation, with Russia in favor. Referred to committee.

Senor Garcia Lopez, Mexico, named honorary president, with Miguel Pereyra, also of Mexico, active president, and Lazaro Barrajas, Mexico, vice president. Minute of silence observed in respect to Delegate Hilarius, South Africa, killed in plane accident en route to conference.

George E. Sterling, FCC, named vice chairman of Technical Committee. Fred Trimmer, State Dept., named second vice president for overall Plan.

Advisory committee to assist U. S. delegation named by U. S. State Dept. Working from Washington, it will be chairmaned by William Stone, special assistant to Assistant Secretary of State George Allen.

Business Briefly

ELGIN ONE-TIMER • Elgin National Watch Co., Elgin, Ill., to sponsor for seventh consecutive year Thanksgiving Day show Nov. 25 on NBC 4 to 6 p.m. Don Ameche is m. c. and Ken Carpenter to announce. Talent includes Jack Benny, Jimmy Durante, Garry Moore, Red Skelton, Vera Vague, others. Agency, J. Walter Thompson Co., New York.

REPRESENTATIVE NAMED • WMIN Minneapolis-St. Paul to Radio Representatives Inc., one of two new firms organized by former associates of Taylor-Howe-Snowden Co.

TAYLOR TO ABC FOR GE • General Motors Corp., Detroit, sponsoring Henry J. Taylor on Mutual, will switch commentator to full ABC network Mondays, 8:45-9 p.m., effective Dec. 20. Agency, Kudner, New York.

EMERSON APPOINTS • Emerson Radio Co. has appointed Blaine-Thompson, New York, to handle TV billing, effective Oct. 31, replacing Biow Co., New York.

MARKETING GROUP FAVORS CENSUS RADIO QUESTION

CENSUS Advisory Committee of American Marketing Assn. favored inclusion of radio set question in 1950 Housing Census at Thursday-Friday meeting in Washington, reversing position taken last spring.

Committee decided radio question should be considered for housing portion of Census, where it appeared in 1940. It opposed inclusion in other half of decennial project, the population section where questions were asked in 1930.

Bureau has received large volume of letters asking for radio question, said A. Ross Eckler, assistant director. AMA committee was apprised of this fact.

Bill to authorizing housing half of 1950 Census failed to pass House at last session of Congress but will be reintroduced in January.

Chairman of AMA committee is Gordon Hughes, General Mills marketing director.

NEW CBS FOOTBALL SHOW

NEW CBS method for multiple simultaneous coverage of college football games will be inaugurated in *Football Pageant*, to be broadcast Saturday, Nov. 6, 2:30-5:30 p.m. Red Barber, CBS sports director, will call in broadcasters from six points for reports on games in their areas. Intermittent progress reports on other grid games will be presented. Studio orchestra in New York will play college songs.

TV CIRCULATION UP

TELEVISION'S circulation increased by more than 70,000 sets during September, NBC Research Dept. reports. Survey showed 612,000 TV sets Oct. 1, compared with 540,000 Sept. 1.

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON

ARLYN COLE

MAC WILKINS, COLE & WEBER
PORTLAND, OREGON

Most people call him "Cole". Friends address him as "Arlyn". But to alumni of Mac Wilkins, Cole & Weber, he will always be "Bilge"—short for "Bilgewater". Cole started in the agency business as a little tad in knee-pants. His mentor, from the beginning, was the late Mac Wilkins, who has become something of a legend as a sort of Paul Bunyan of Pacific Coast advertising circles. In 1942, Cole donned the Navy blue, after acting as chairman of a committee which set up a system of War Bond advertising that was so good it was soon adopted nationally, with but minor modifications. There are few things we could mention about Pacific Northwest resources or industries that Cole wouldn't know, but inasmuch as his activities in the Navy were mostly in the field of Public Relations, we think he'd like to have us mention the remarkable Labor-Management relations record hung up during the war in the Portland area. This cooperation has resulted in an enduring labor peace which has made the KGW market a very dependable one for the national advertiser to cultivate. And, of course, the most profitable way to cultivate it is to use KGW time in copious amounts. Okay, Cole?

Represented Nationally by Edward Petry & Co.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
NBC AFFILIATE

An example of WFBM's Inspired Programming

• Hoosier radio listeners are understandably proud of Notre Dame, but until 1947 they could hear their champion's games only once in a while. In those days, Indianapolis radio stations skipped around, broadcasting the grid battles of nearby universities—which gave the listeners little choice and ignored the majority's yen to "follow the champs."

That's when WFBM took the initiative and arranged to schedule all available Notre Dame games. Now the contests of the Irish, at home or away (from coast to coast) can be heard throughout their schedule via the capital city's favorite station. Response to this inspired programming idea was so enthusiastic in 1947 that we're doing the same this year.

Here is another example of WFBM leadership . . . another reason Indiana's oldest station maintains first place in listener popularity in the big, high-income Hoosier market area.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

GENERAL NEWS INDEX . . . . . PAGE 22
TELEVISION INDEX . . . . . PAGE 27

DEPARTMENTS:

Agencies	14
Allied Arts	81
Commercial	50
Editorial	46
FCC Actions	72
FCC Box Score	85
Feature of the Week	18
Management	48
Network Accounts	10
New Business	10
On All Accounts	18
Open Mike	12
Our Respects to	46
Production	78
Programs	69
Promotion	74
Radiorama	38
Telestatus	16
Turntable	80

FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule

Second issue: Network Boxscore; Public Interest

Third issue: Trends Survey

Every issue: Milestones

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*
George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Virginia Dooley. AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS
BERNARD PLATT, *Director*
Estelle Markowitz.

CIRCULATION AND READERS' SERVICE
WINFIELD R. LEVI, *Manager*
John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor,* Florence Small, Irving Marder, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

"WHAT'LL I WEAR THIS EVENING, LUIGI?"

It ain't like the old days when "the farmer's day was never done." Nowadays with modern farming methods that *save time* and *make money*, the hayseeds in the Red River Valley git time (and dough) to have fun!

Yep, we got bistros and bingo! But a lot of the time we just relax and listen to the radio. *And mostly to WDAY.* The latest Conlan Report (May) for the North Dakota Area shows that evenings more of us listen to WDAY (50.9%) than to the *17 next best stations combined.* The nearest "competitor" has *only 11.8%.*

If you want more fancy figures, why not write us or ask Free and Peters? We'd be glad to send you the complete report.

WDAY

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

"Any advertiser can and most advertisers should use **SPOT RADIO**"

"Bulova

GIFT OF A LIFETIME"

It has been B-U-L-O-V-A watch time over the individual facilities of many of America's great stations for over 20 years!

You see, it is a different time in different places at the same time and the only way you can give the *right* time is to use Spot Radio.

You too can adapt this most flexible form of powerful radio to your special requirements.

These stations will add materially to your chances for spectacular success.

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA — WSB-TV
BALTIMORE — WBAL-TV
BOSTON — WNAC-TV
BUFFALO — WBEN-TV
LOS ANGELES — KFI-TV
MILWAUKEE — WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

EDWARD PETRY AND CO. INC.

*First in Rubber

To be first in anything is an honor indeed.

To be first with a product or a service pays off.

That's why WHHM advertisers can look at those happy, happy Hoopers and know they're on the First Buy in the Memphis Market.

WHY?

Attentive audiences plus Results Make WHHM First on many a time buyers list.

WHY?

WHHM Delivers More Listeners Per Dollar in Memphis

WHHM

Independent but Not Aloof

Memphis, Tenn.

Pat McDonald, Manager — FORJOE & CO., Representatives

***B. F. Goodrich has made this slogan known**

Member
Association of
Independent
Metropolitan Stations

New Business

HUBINGER CO., Keokuk, Iowa, (processor of corn products) appoints Gra Adv., Chicago, to handle its account, effective Jan. 1. Jack Macdonald, firm account executive, is planning the radio schedule, expected to inclu national spots.

ROTHMOOR Corp., Chicago (women's apparel), appoints Mitchell-Faust Ad Co., Chicago, to handle its advertising. THOMAS WOOD is account executive.

WXKW Albany appoints Woodard & Fris, Albany, as agency.

CLEMENT'S PASTRY SHOP, Washington (caterer), using one-minute televi sion spot on *Johnny Bradford Show* over WNBW (TV) Washington, Tuesda nights. Agency: Harwood Martin Adv., Washington.

J. B. SIMPSON Inc., Chicago mail order clothing firm, is sponsoring s telecasts of the Chicago Catholic High School Football League on WGN-T Chicago. Schedule calls for five Sunday and one Saturday games.

SCHAEFER BREWING Co., Brooklyn, sponsoring telecasts of N. Y. Range hockey team games from Madison Square Garden, New York, over WPIX (T New York.

GUNTHER BREWING Co., Baltimore, sponsoring telecasts of Baltimo Bullets basketball team from Baltimore Coliseum every Thursday ov WMAR-TV Baltimore. Gunther is also sponsoring Bullets for three Wednesda and six Saturday games. Agency: Ruthrauff & Ryan, Baltimore.

KALER, CARNEY, LIFFLER & Co., Boston (insurance), sponsoring BILL CU NINGHAM, news analyst, each Sunday, 2:30-2:45 p.m., over WNAC (MB Boston. Sponsorship is on cooperative basis. Agency: Daniel F. Sullivan C Boston.

WIND Chicago sells its morning half-hour live show, *Morning Caravan*, on cooperative basis to GE and five local GE dealers. Contract is for 13 weeks.

NESTLE Co., New York, appoints Doherty, Clifford & Shenfield Adv., Ne York, to handle advertising for Nescafe and Nestle milk products. Agenc previously appointed for Nestea, soluble tea product introduced by compan earlier this month [BROADCASTING, Sept. 13].

VOGUE CHINA & GLASS Co., and JACKSON VITRIFIED CHINA Co., Ne York, sponsoring segments of Norman Brokenshire's 9:30 a.m. and 12:30 p.m programs on WNBC New York. Agency: Miller-Gould Adv., New York.

NATIONAL DIE CASTING CO., Lincolnwood, Ill., contracted for two weekly one-minute film spots on WGN-TV Chicago, for six and one-half week from Nov. 3 through O'Grady-Anderson Adv., Chicago.

MILK DEALERS ASSN. OF METROPOLITAN NEW YORK appoints Brisache Wheeler & Staff, New York, as agency.

NEEDHAM, LOUIS & BRORBY, Chicago, appoints Margaret Ettinger & Co. New York and Hollywood, as public relations and publicity representative fo the *Fibber McGee & Molly* show on NBC, sponsored by S. C. Johnson & So (Johnson's Wax Polish), Racine, Wis.

LOWELL & BRADFIELD, Beverly Hills, Calif. (furrier) started 13-week sponsorship of Rita La Roy's *Women's Page* segment of KTLA Hollywood weekly *Magazine of the Week*. Placed direct.

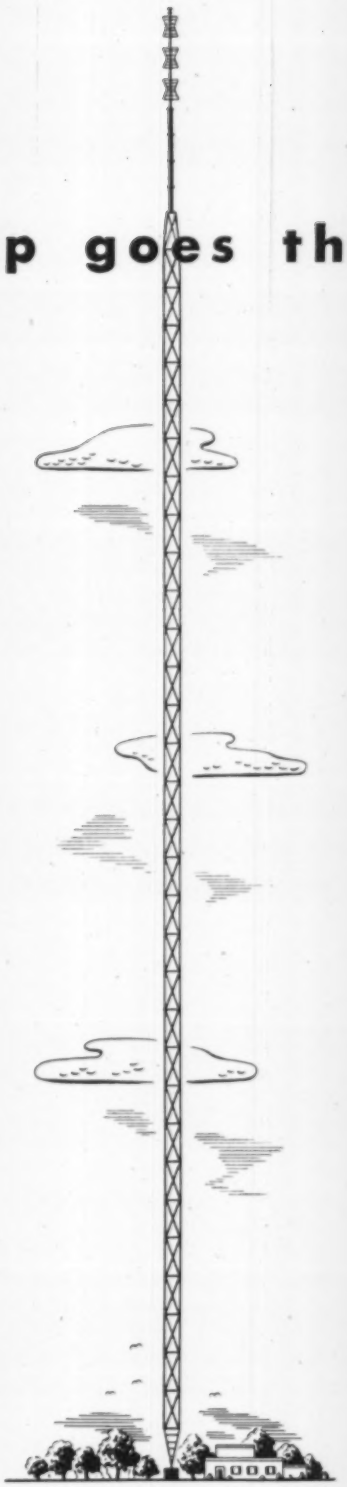
Network Accounts . . .

PHILIP MORRIS & Co., New York, Nov. 9, starts *Philip Morris Playhouse* o CBS Fridays (8-8:30 p.m. EST) and *This Is Your Life* on NBC Tuesday (10-10:30 p.m. EST). Both shows originally scheduled to start Oct. 2 Agency: Biow Co., Hollywood.

INTERSTATE BAKERIES Corp., Kansas City, Mo. (Weber's Bread), Nov. 2 shifting *All-Star Western Theatre* from Don Lee Network to NBC western sta tions. Title and format of program will be changed. Agency: Dan B. Miner Co., Los Angeles.

SWIFT & Co., Chicago, renews for 52 weeks sponsorship of 9:15-9:45 perio of ABC's *Breakfast Club*. Agency: J. Walter Thompson Co., Chicago.

ALAN YOUNG show replaces *Date with Judy*, Tuesday, 8:30-9 p.m. (EST), o NBC, effective Jan. 11. Show is sponsored by Lewis-Howe Co., St. Louis (Tums Contract is for five years. Agency: Roche, Williams & Cleary, New York.



Up goes the tower . . .

750 feet in the air!

Up it goes—nearly one-seventh mile above the ground! This new tower replaces our 611 ft. tower to give WMCT maximum television coverage of Memphis and the Mid-South Market.

And that's not all!

When you add this to WMCT's list of TV equipment, you have service second to none! A new RCA mobile unit, complete with micro-wave relay equipment; two studios—one an auditorium seating 1,050 people—large stage, dressing rooms and scenery storage; new RCA equipment; three Bell & Howell and Eastman movie and sound cameras equip WMCT to do a real TV job.

Completely, efficiently staffed!

We have recently added Mr. Marvin Carter to our TV staff as Film Director. Mr. Carter has had over 16 years experience in this field. For some time, we have had men in the field shooting local and documentary material for our film library. WMCT is completely and efficiently staffed for studio, remote and film service.

Now is the time!

It won't be long now! Watch for the announcement of WMCT's starting date. *Now* is the time to make *your* plans to get in on TV in this major market.

WMCT

CHANNEL 4

MEMPHIS, TENNESSEE

NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY

WMC - WMCF - WMCT *owned and operated by the Commercial Appeal*

Praise From Nelson

EDITOR, BROADCASTING:

Your new MARKETBOOK is very helpful, and I am sure it will be well worn in no time at all.

Congratulations!

Linnea Nelson
Radio and TV Timebuyer
J. Walter Thompson Co.
New York

* * *

Research File

EDITOR, BROADCASTING:

To say that the material (TELESTATUS REPORTS) you sent over is helpful is putting it mildly. These clips form the nucleus of the research file I am getting up for our stations . . . It's another outstanding example of BROADCASTING's dependability.

Lynn L. Barnard
Paul H. Raymer Co.
New York City

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Little Nick' Creator

EDITOR, BROADCASTING:

We noted with interest the story on page 26 of the Oct. 18 issue of BROADCASTING. However, we feel the story omits one important point: . . . We are proud of the fact that we created "Little Nick" for the Weiss & Geller Agency, and have done the production of the Nedick's spots since the inception of the campaign. . . .

Charles J. Basch Jr.
President, Basch Radio & Television Prod.
New York

Usefulness Unlimited

EDITOR, BROADCASTING:

Have had my first occasion to put to use your 1948 MARKETBOOK and can honestly say its usefulness is unlimited and the accuracy unquestionable.

Rest assured this book will remain on top of my desk along with the YEARBOOK as the handiest publications in radio and television today.

George M. Burbach Jr.
Federal Adv. Agency
New York

TV FM Misleading

EDITOR, BROADCASTING:

. . . The great majority of the advertisements for "television only" sets advertise that the set has "FM" or "FM sound." It, of course, refers to the fact that all television sound is required to be FM. Although, of course, it is narrow band FM without the usual fidelity of FM stations.

This type of misleading advertising is harmful particularly to those manufacturers that include the regular 88 to 108 mc FM band on their television sets. In addition it is very difficult for an FM station to have to explain why a listener is unable to hear the FM station when he did buy a television set with "FM."

Edward A. Wheeler
President
WEAW Evanston, Ill.

* * *

Claims Disputed

EDITOR, BROADCASTING:

I discovered an article with the caption, "Kentucky U. Studio," which moved me to interest, amazement, and chagrin all at the same time. The article was on page 4 of the Sept. 13 issue. . . .

"Reporting on the installation *The Kentucky Engineer*, publication of the U. of Kentucky College of Engineering, August issue says the new studio is believed to be the first of its kind in educational radio. The first commercial station to employ the polycylindrical treatment was WHLD, 1-kw daytime at Niagara Falls, N. Y., the publication says."

I wish to register a big "not so" to both claims, unless either group completed their studio construction on or before April 1946. During that month, the University of Tulsa started originating programs from two polycylindrically treated studios located in the Theater building on the main campus. One year later, May 1947, we added a complete FM operation, and since that time, KWGS-FM has utilized the two studios to program an eight hour broadcast day. . . .

John T. Keown
Production Manager
KWGS-FM U. of Tulsa

* * *

'Abominable Cliche'

EDITOR, BROADCASTING:

When, oh when, will the net and the large stations get away from that ubiquitous, iniquitous most abominable of all clichés

"and now until next week this is Joe Doakes saying goodbye for the John Doe Company."

Now Joe is saying one of two things, I never have quite figured out which: Is he saying that he is Joe Doakes until next week? If so, who will he be thereafter? Or is he saying that he's going to be saying goodbye for the Doe Company until next week? And if so,

(Continued on page 13)

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

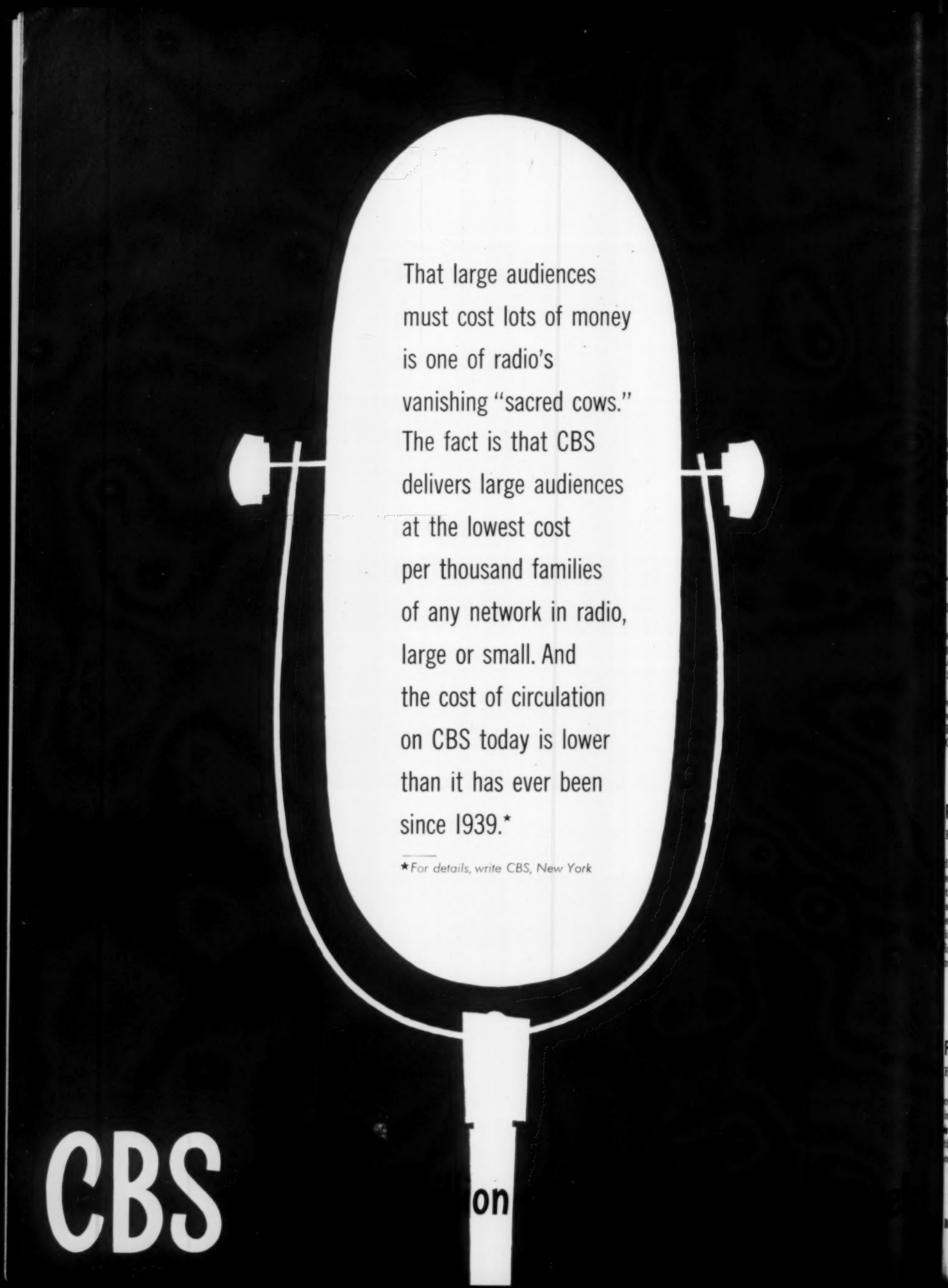
FOLKS IN THIS RICH FARM MARKET ARE EARNING MORE AND BUYING MORE THAN EVER BEFORE!

YOUR BEST SALESMAN IN THIS GREAT MARKET IS KELO

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

BROADCASTING
Comparative Network Program Schedule
November 1948

Yeah, but can he lift a sales curve?


That large audiences must cost lots of money is one of radio's vanishing "sacred cows." The fact is that CBS delivers large audiences at the lowest cost per thousand families of any network in radio, large or small. And the cost of circulation on CBS today is lower than it has ever been since 1939.*
*For details, write CBS, New York
CBS
on

"BECAUSE of the tremendous growth of the giveaway radio shows, there is wide public interest in the hearings conducted by the Federal Communications Commission into whether such programs violate the law . . . What the broadcasters contend, and in this they have a point, is that it is not for the FCC to be deciding fine points of law. Its function is regulatory. If it believes that the law is violated it should bring the matter to the attention of a grand jury or the courts. To do anything else could be construed as an attempt to regulate the nation's listening habits which, whatever the merits or demerits of giveaway shows, should not come within the province of the FCC."

From an editorial in
The New York Sun

Open Mike

(Continued from page 12)

isn't he going to be a bit of a bore for seven days?

In any case, he's not saying what he means to say, and I wish someone would do something about it. Can you?

John Kirkwood
KICA Clovis, N. M.

* * *

Title Changed

EDITOR, BROADCASTING:

On page 22 of your Oct. 25 issue, the caption of the Sta-Neet picture calls Henry Flynn, Los Angeles manager of "CBS Spot Sales."

Of course, what your caption writer meant was "Radio Sales," which we define as Radio Sales, Radio Stations Representative, CBS.

Michael J. Foster
CBS New York

* * *

Ready Ammunition

EDITOR, BROADCASTING:

Permit me to congratulate you for what is in my opinion an outstanding job in your Oct. 11 issue, the MARKETBOOK data. There is so much ammunition contained in such small space that I am carrying around in my brief case the information on the states that I need in my district.

Paul H. Clark
Broadcast Equipment Sales
RCA Victor Div., Chicago

* * *

Favorable Report

EDITOR, BROADCASTING:

Let me commend you on the excellent job of reporting the events in the broadcasting and telecasting field which you have done in the past, and wish you every success in the future.

David E. Babin
Babin Lumber Sales Co.
Memphis

They Say . . .

"THE 'Winged Words' so often mentioned by the blind Homer more than 2,000 years ago have now become literal images . . . Ultrafax . . . combines the almost unbelievable speed of television transmission with what is known as 'hot' or high-speed photography . . . The system is said to be capable eventually of transmitting all sorts of matter, printed and written, at the tremendous speed of a million words a minute . . . Historians at the demonstration [in the Library of Congress] remembered that a little more than a hundred years ago the first demonstration of Samuel F. B. Morse's telegraph was put through its initial paces in Washington on almost the same spot . . . the electronic world moves onward—and at a faster pace."

From an editorial in
The New York Times

* * *

"THE CASE [of George Polk] is much more important than the murder of one man, appalling as that is. The good faith of the Greek government has been questioned. Proponents of both the government and the Greek rebels have used the murder as an instrument of propaganda. . . . Perhaps a trial in open court will answer the unanswered questions that have arisen. For the sake of Mr. Polk's family and for the sake of United States-Greek relations, we hope this is so. . . . The Polk case is one that should not be left unsolved."

From an editorial in
The New York Times

* * *

"THERE are plenty of reasons, aside from applicability of the Federal lottery law, why an early end to radio giveaway programs would be a boon to suffering humanity. . . . The plain fact is that giveaways have become ill-concealed attempts to buy or bribe audiences, not with quality entertainment but with the element of chance. . . . The programs have a snowballing effect. . . . Whether such programs actually run afoul of the lottery law is something that must eventually be determined in court. . . . Undoubtedly many broadcasters seriously concerned about where the mushrooming will end would welcome a definite FCC ruling. . . ."

From an editorial in
The Washington Post

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WMOB Mobile, Ala.
WLAY Muscle Shoals, Ala.
KTHS Hot Springs, Ark.
KFMB · San Diego, Calif.
WGBA · Columbus, Ga.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WDEF Chattanooga, Tenn.
WTJS · Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC · Memphis, Tenn.
KRIC · Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD · Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

· also operating FM

TELEVISION

WEWS-TV Cleveland, Ohio

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

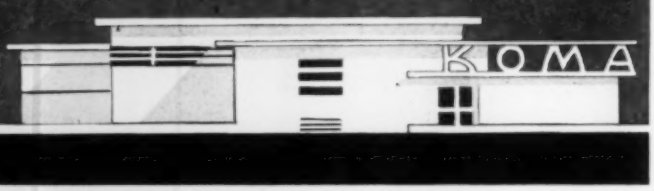
FOR 13 consecutive years without interruption the makers of Bulova watches have chosen KOMA for year-'round spot radio.

More spot advertisers than ever, who are free to select the station best fitted to serve Oklahoma, have chosen KOMA this fall.

Let us, or an Avery-Knodel representative tell you of some truly remarkable success stories that have radio-rated from KOMA!

J. J. Bernard,
General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE



Agencies

WADE CHAPMAN joins BBDO, Chicago, as account executive. He was formerly in advertising department of Swift & Co., Chicago.

NORTON H. SOBO, account executive for Ehrlich & Neuwirth, New York, since 1940, appointed vice-president of company, in charge of fashion advertising.

EDWARD A. MERRILL Jr., with Young & Rubicam since 1931, appointed manager of the agency's San Francisco office.

PAUL GAYNOR, former chief of Services Branch of Public Relations, office of the Secretary of the Air Force, rejoins Marschalk & Pratt Co., New York, after an absence of six and a half years in military service.

BEN HOLDSWORTH, formerly of J. Walter Thompson Co.'s Toronto office, is now in the New York office where he will do contact work in company's international department.

MONTE KLEBAN, program-production manager of WOAI, San Antonio, Texas, joins Steele Adv. Agency, Houston, as account executive.

SHERWOOD DODGE has been appointed vice president in charge of media and research in New York office of Foote, Cone & Belding. He was formerly director of research there. **HAROLD H. WEBBER**, vice president and national director of media and research, has been transferred to agency's Chicago office, as an account supervisor and member of the chief executive group.

Mr. Dodge

Mr. Webber

JACOB ROSENTHAL, former executive director of the Coffee Adv. Council of the Pan American Coffee Bureau and the National Coffee Assn., appointed director of merchandising and research of Donahue & Coe, New York.

JAMES H. PAGE, with the domestic radio department of J. Walter Thompson Co., New York, appointed head of agency's international media department in the New York office.

ROBERT O. SMITH, with Lever Bros. for 17 years, joins Benton & Bowles, New York, to handle the merchandising phase of Maxwell House Coffee promotion.

EDWARD L. McDONALD, account executive with Ruthrauff & Ryan, New York, has been transferred to the San Francisco office.

EUGENE LESSERE, formerly with Compton Adv., New York, joins radio copy department of BBDO, New York.

STUART D. LUDLUM, former head of McCann-Erickson, New York, radio-television-commercial department, joins radio department of Marschalk & Pratt Co., New York, in a contact capacity on Standard Oil Co. (N. J.) Philharmonic broadcasts.

PHIL WATERS former accountant executive for Homer Griffith Co., Los Angeles (radio representative), appointed radio television director of Butler-Emmett Adv., Portland, Ore.

DON DOYER, former art director for Advertising Counsellors, Phoenix, Ariz., joins Associated Adv., Los Angeles, in same capacity.

ARDEN LANHAM, former art director for Davis & Co., Los Angeles, joins C. B. Juneau Inc., that city, in same capacity.

JOHN BRUSH, former part owner of KDAC Fort Bragg, Calif., joins Henry von Morpurgo & Co., Los Angeles and San Francisco, public relations and advertising, to head firm's new television department. His temporary headquarters will be in Los Angeles.

JAMES P. NEWTON, JR., formerly with sales staff of *Western Family* magazine, has joined California Transit Adv. (formerly Maynard Boyce), Los Angeles, as account executive.

ROBERT E. DENNISON, Jr., account representative in J. Walter Thompson Co.'s international department in New York, transfers to Rio De Janeiro, Brazil, as manager of the company's office there.

RADIO

IN SERVICE OF HOME AND NATION

First

IN PUBLIC SERVICE

50,000 WATTS **WJR** DETROIT

50,000 WATTS **WGAR** CLEVELAND

50,000 WATTS (DAYS) **KMPC** LOS ANGELES

THE GOODWILL STATIONS

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Ass't to the President

Telestatus

(REPORT 31)
TELEVISION OPERATING COST

WHAT does it cost to operate a television station?

No fixed formula can be offered this early in the progress of the video art but some enlightening guideposts have been set up and will soon be published by the NAB.

Operating costs of a TV outlet in a medium-sized city might run as high as $500,000 a year, were it to function on approximately a 50-hour weekly schedule and enjoy many of the luxuries and gadgets that an unlimited bank account might permit.

Since broadcasters desire some sort of rule-of-thumb to use in planning and starting TV stations, NAB has conducted a round-up of industry experience. Charles A. Batson, NAB staff official, is in charge of the project. He has resumed his research work after touring up and down the nation nearly three months. In this period he conducted TV clinics at all the NAB district meetings, concentrating on cost of constructing stations.

Mythical Station

Mr. Batson has built his operating cost formed around a mythical television station. The material is about complete and will soon go to the printers.

First portion of the TV research project covered construction costs. It has been published as Chapter II of *Television: A Report on the Visual Broadcasting Art*. The study is printed in the form of file jackets for ready reference.

Like its predecessor, the operating cost chapter will provide a formula showing the prevailing cost of different items.

Mr. Batson is applying his "two by four" formula, first used for construction costs, to the operation of metropolitan and community stations. A simple diagram will permit comparison of any station project with the mythical station.

Because operating costs vary from city to city, he adopted this technique in the belief that individual management studies in the early stages of television would not be so useful as the component costs and figures for the mythical station.

Major operating costs in a television station are staff or programming, depending on the type of station. Where heavy studio programming is planned, the program item is likely to be the main expense. A network affiliate using only network programs would have a lower staff cost, as would a station programmed largely by film where the matter of rights would be important.

Staffs range from three in the case of a network relay station to 80, according to the stations studied in the survey. The average staff consists of 50 persons but the figure may drop to 40 or fewer when more stations are operating in medium-sized cities.

AM Comparisons

Variations in staff costs from city to city are expected to follow closely the pattern of wage and salary levels at AM stations. Main item of staff expense in the program plant centers in the studio.

A standard remote crew consists of seven persons—two cameramen, one video technician, one audio technician, one announcer, one director and a seventh man who might be a technical director, switcher, relief man or performing some similar functions.

In station operation, few managers are expected to think in terms of as much as 50 hours of sustaining programming. The mythical television station, however, permits approximately a 50-hour operation, of which 14 hours would be network sustaining service, 14 hours film, 7 studio and perhaps 15 remote.

Actual operation will consist of any desired amount of any or all of the four program elements. Under FCC rules, new TV stations need operate only 12 hours during a five-day week for the first six months. Required hours increase progressively to 28 hours and a seven-day week at the end of three years.

The program category does not include expenditures for wages and salaries or maintenance, these being covered under staff costs. The program expenses cover talent (except an m. c. who is on the program staff budget), sets, art and makeup. A talent figure may be compiled, but the cost items will not be broken down for the time being. Costs, of course, depend on the source of programs—network, studio, remote, film—along with the cost of rights and transportation of crews. Trucks are classified under maintenance.

Of course, as TV stations sell time, more and more of the production costs will be absorbed by sponsors.

Principal item under maintenance is tube replacement, some of the tubes costing up to $1,800 and having limited life. Camera and transmitter tubes burn out often enough (they have a 250-hour minimum life in normal use) to become a significant factor. The maintenance bracket includes building maintenance and trucks.

Administrative costs include sales expense, rent and similar items.

Depreciation Problem

An important problem in computing operating costs is depreciation. The Revenue Bureau suggests four years in its guide material but is believed to look with favor on five years pending experience in TV taxation.

Kenneth H. Baker, NAB research director, conducted a survey of industry depreciation practices. He found that of eight stations surveyed, four use four years, one uses five, one uses six, one five to seven years and one uses eight.

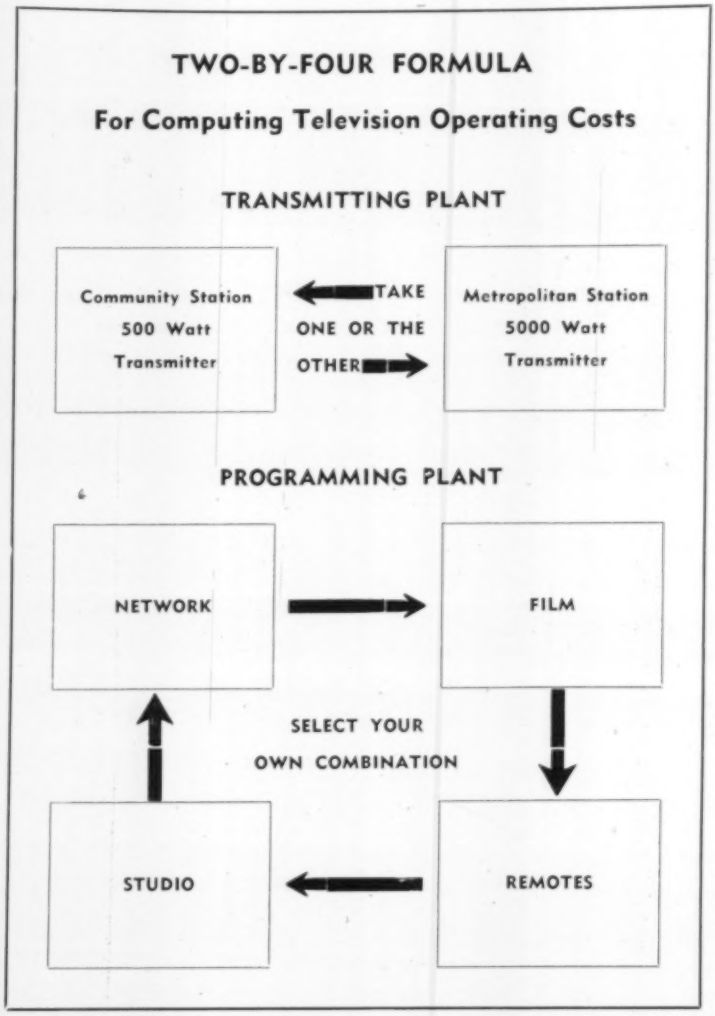
This depreciation applies only to TV equipment and is subject to specific definitions since there are no firm rules. Separate depreciation rates apply to movie cameras, for example, and they are well-known in that field. The regular radio rate can be followed for buildings and towers. Transmitters and cameras can be classified specifically as TV equipment.

The Revenue Bureau is considering all suggestions on TV depreciation while it is awaiting development of experience in the television industry.

Intense interest in operating costs was shown by NAB members at the series of district meetings just completed, according to Mr. Batson. Construction cost figures were viewed as staggering by many broadcasters but this did not appear to halt the TV rush.

Some station owners in remote areas openly voiced relief that they don't have to go into the visual medium right away.

Operating costs held the interest of most broadcasters having TV stations under way. Others showed most interest in construction figures. Questions were asked frequently about obsolescence of equipment and possibility of changing channels. Serious concern was voiced over the high-channel problem and the FCC freeze.



WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

Our First Milestone

On WEDNESDAY, October 27, 1948, WMAR-TV celebrated its first birthday. Although only a one-year-old, WMAR-TV is already a veteran and can look back on a full and interesting past.

During that very first year, WMAR-TV was on the air more than 3,700 hours, (1,300 hours of programs) or an average of some 72 hours a week. It wound up the first year with an impressive 90 hours and 35 minutes of air time for the week of October 24, 1948.

When WMAR-TV's test pattern was first placed on the air a year ago, there were an estimated 1,600 television receivers in the Baltimore area. On October 1, 1948, the Baltimore Television Circulation Committee survey showed more than 22,000 receivers in the same area.

During the first year, WMAR-TV's Film Department shot about three quarters of a million feet of film to produce a daily newsreel, television's first documentary report, and an impressive list of special film shows.

WMAR-TV's two complete mobile units became familiar sights to Marylanders during that first year. They saw the units doing remote pickups from every major sports attraction—baseball, football, basketball, wrestling, boxing, horse racing, tennis, swimming, lacrosse, polo and bowling—to on-the-spot coverage of such events as the installation of Archbishop Keough, Baltimore City Council sessions, dramatic productions of Johns Hopkins University, and the Baltimore Sesquicentennial, plus weekly telecasts from the Baltimore Museum of Art.

Network programs during the year brought WMAR-TV's audience such programs as the national political conventions, Toast of the Town, Face the Music, What's it Worth, Places Please, Winner Take All, The Original Amateur Hour, the Court of Current Issues, and The Ford Theater.

Despite its impressive past, WMAR-TV celebrated its first birthday looking to the future—a future in which WMAR-TV will continue to bring its constantly growing audience the very finest in television.

Represented by

THE KATZ AGENCY, Inc.

500 FIFTH AVENUE • NEW YORK 18, N.Y.

YOUR ADVERTISING DOLLARS are wisely spent on

WKBO

HARRISBURG PA.

Established In 1922

Represented by ROBERT MEEKER ASSOCIATES

NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

A STEINMAN STATION

Feature of the Week

DES MOINES youngsters are having fun and learning the fundamentals of traffic safety every Saturday morning on KRNT Des Moines' new *Hey Bob Show*. The program, aired 9:30-10 a.m. by the *Register and Tribune* station, was only a few weeks old when it was voted the most outstanding new safety idea for radio and the one most likely to succeed at the National Safety Congress held in Chicago last month.

"Hey Bob" is a copyrighted slogan meaning "Hey, Be on the Beam." To help dramatize the idea of being on the beam in traffic safety the program utilizes a symbolic life-sized, homely dummy characterizing the traffic accident menace.

In its first five weeks on the air the *Hey Bob Show* enrolled more than 4,500 members in the Hey Bob Safety Legion, KRNT reports. Headquarters of the legion are in The New Utica, the clothing store which sponsors the program. There a safety island, complete with stop-and-go lights, was built. Membership buttons, safety literature and safety cartoon booklets are given to the youngsters. Special events are planned, at which members must wear their buttons for admittance.

Hey Bob, star of show, relaxes as Bob Feller, Cleveland Indians pitching ace and a recent guest on the program, is introduced by Mr. Riley.

Attendance at the *Hey Bob Show*, which was moved to Des

(Continued on page 52)

On All Accounts

TO SUCCEED in the East, stay West," a Lord & Taylor executive advised a youthful Walter Anderson. "And to succeed as an agency executive get out of the agency field and into a department store," the savant concluded.

Acting on this oracle's advice, Walter Anderson left his job as messenger with Lord & Thomas, and his next commercial assignment was with the Fair department store in Chicago. That the oracle spoke correctly is evidenced by the fact that Mr. Anderson is today account executive for Lipton's tea and soup with Young & Rubicam in New York.

Before making the switch to the department store milieu, Mr. Anderson concluded his studies at the U. of Illinois where he majored in philosophy. Bringing the philosophical approach to his copy job at the Fair, Walter Anderson progressed after four years to advertising manager of all Fair branch stores.

His next move was to Kansas City, Mo., as advertising manager for Kliene's, local specialty store.

His mission completed in that border town he began his predicted trek east, moving to Buffalo and the J. N. Adam & Co., an associated dry goods store, where he served as publicity director in charge of advertising, display, public relations and the comparison shopping bureau.

During his tenure the firm was one of the first department stores to use radio and was selected by the NAB as a sample of department store advertising in a brochure published in 1940. Mr. Anderson was subsequently elected to the store's board of directors. He was also named to the board of directors of the sales promotion division of National Retail Dry Goods Assn.

WALTER

In August 1943 he joined OWI's overseas division in New York and was named assistant to the chief of the training division.

He remained with OWI until January 1945, when he joined Young & Rubicam, as account executive on Lipton's tea and soup. The advertiser currently sponsors *Arthur Godfrey's Talent Scouts* on CBS. Lipton's also uses a spot announcement campaign every summer to encourage iced tea drinking. In 1946 Lipton's won the National Advertising Award for its public service program, *Hunger Marches On*.

The Andersons—she is the for-

(Continued on page 52)

WHIZ saturates Zanesville

A NEW HIGH-WATER MARK IN SOUTHEASTERN OHIO!

Yes—WHIZ floods Southeastern Ohio with an average evening share-of-audience of 64.6% (Conlan Survey week of May 23, 1948).

Here's a new high-water mark of audience domination—a "plus value" for all WHIZ advertisers.

Morning, afternoon and evening WHIZ averages 62.2% share-of-audience . . . proof of the results of top local production and popular NBC programs.

Buy the station with the BONUS audience.

Established 1924

WHIZ

NBC IN ZANESVILLE

represented by John E. Pearson Co.

...makes your RCA turntable a high-fidelity recorder —*inexpensively*

The RCA Recorder mounted on a Type 70-D1 turntable

THIS IS THE NEW improved-type studio cutter. It is designed specifically to give you instantaneous high-quality recordings with your present "70 Series" turntable—at surprisingly low equipment cost to you.

It's uniquely flexible—With this professional attachment you can record at 96, 112, or 136 lines per inch—and at speeds of 33⅓ or 78 rpm. You can record outside-in or inside-out—without changing gears or lead screw. You can adjust the stylus cutting angle and cutting depth during recording.

It's simple to operate—A new improved cam-operated lowering device helps you lower the cutter gently to the record . . . eliminates stylus damage and deep cuts caused by sudden dropping. A spiralling hand crank enables you to insert space between recordings without breaking groove continuity. Plenty convenient, too, for making starting and finishing spirals.

It's dependable—No driver slippage or "knocks" . . . because power coupling is made to the center of your turntable through a vertical shaft spiral gear and a three-pin driving flange. No cutter carriage riding on the feedscrew . . . because the carriage is supported on a metal tube that encloses and protects the feedscrew. No groove grouping . . . because the head rides smoothly along a tubular enclosure that protects the feedscrew.

Here, we believe, is the finest cutter yet designed for high-quality studio recording . . . at modest cost. Type 72-D is complete with a standard head, mounting base, rest-post, and suction nozzle. Type 72-DX is complete with high-fidelity recording head, mounting base, rest-post, suction nozzle, and compensator.

For prices and details, see your RCA Broadcast Sales Engineer, or write Dept. 19KA, RCA Engineering Products, Camden, N. J.

SPECIFICATIONS

Input Impedance to Cutter . . 15 ohms, nominal

Frequency Response:
type 72-D . . . . . ±3 db, 50 - 7,500 cps
type 72-DX . . . . . ±2 db, 50-10,000 cps

Sensitivity (groove velocity 6.3 cm/spc. 0.00079"—peak to peak) at 1,000 cps:
type 72-D . . . . . +30 dbm (1.0 watt)
type 72-DX . . . . . +30 dbm (1.0 watt)

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

MORE

People In This Area Listen To WPTF Every Single Broadcasting Quarter Hour Than To Any Other Station!

7 TIMES MORE
listeners than next station in evening

9 TIMES MORE
listeners than next station in daytime

8 TIMES MORE
listeners than next station for entire week

WPTF dominates all competition at all times. That's the report of the 1948 LISTENER DIARY STUDY. (Conducted by Audience Surveys, Inc. in WPTF's 62 counties with 50% or better, day and night, BMB coverage.)

Findings include sets-in-use, station ratings, share-of-audience flow and composition by quarter hours.

★ *Complete details available from WPTF or Free & Peters.*

More proof that WPTF is the Number One Salesman In North Carolina, The South's Number One State.

50,000 WATTS 680 KC. NBC AFFILIATE

WPTF

RALEIGH, N. C.

NATIONAL REPRESENTATIVE **FREE & PETERS, INC.**

BROADCASTING
TELECASTING

Vol. 35, No. 18 WASHINGTON, D. C., NOVEMBER 1, 1948 $7.00 A YEAR—25c A COPY

NAB CODE: DEAD OR ALIVE?

Miller, Board Say It Lives

BY J. FRANK BEATTY

IS THE NAB code a dead duck? Or is it very much alive—a lusty young bird ready to spread its wings and start going places?

A vast silence greeted mentions of the code at most of the recent NAB district meetings. This silence was accepted as a danger sign by some broadcasters. Others viewed it as the calm expectancy of businessmen engaged in a serious long-range undertaking.

Justin Miller, NAB president, takes the latter view, supported by many board members. Judging by advance signs, the Standards of Practice will highlight the Nov. 15-17 meeting of association's directors. And reading between the lines of board members' comments to BROADCASTING, the meeting may turn into a lively session.

The Job Ahead

Facing the board is a two-ply code assignment. First it must set up machinery to educate the industry on the meaning and importance of code adherence. Then it must create an agency to interpret the code—not a club-swinging czar but a judicial agent to answer questions and apply the provisions to specific station and network operations.

If the code is a dead duck, it died before the delivery process had been completed because the provisions do not go into full effect until next May 19.

Broadcasters at NAB district meetings, observing the lack of interest in the code, often wondered if its ticker were still going. They didn't wonder often enough, however, to force the matter into full and open discussion at most of the meetings. Major mention of the standards during the nation-wide series was confined to Judge Miller's luncheon talks in which he wove the subject into an overall discussion of association problems.

The four major networks, committed to code adherence as of Jan. 1, are making necessary adjustments. They have been strong code supporters, in some cases going beyond its provisions. Latest to make a public statement on its policies is ABC (see separate story page 58).

The business side of broadcasting, including the code, dominated NAB affairs last week as two key committees took action aimed at solving some of the industry's most difficult sales, advertising and operating problems.

First, the Sales Managers Executive Committee made radio history by initiating steps to halt free-time chisels and per-inquiry deals along with other important decisions (see story on page 26).

Small Markets' Role

Second, the Small Market Stations Executive Committee took up where the sales managers left off and proposed similar industry steps (see story page 26).

Despite the importance of these decisions, the Standards of Practice appeared very much alive at NAB headquarters as the mid-month board meeting approached.

Most of the NAB district directors contacted by BROADCASTING feel, as a result of the district meetings, that stations in general are adhering to most code provisions. At the same time they agreed that the enforcement problem is real and serious. Furthermore, the industry must be well sold on the need for adherence if it is to be a living document, they believe.

First step in the direction of code education and interpretation will be taken Nov. 15 when a three-man board committee will lay the groundwork for full board study during the three-day directors' meeting.

Chairman of the special committee is Hugh B. Terry, KLZ Denver. Others members are William B. Quarton, WMT Cedar Rapids, Iowa, and Gilmore N. Nunn, WLAP Lexington, Ky. None of the three believes the code is dead.

The committee will hear a report on code observance and education-enforcement by Harold Fair, NAB program director who has been headquarters custodian of the document since its early drafting stage.

Board Action

What will come out of the board meeting is anyone's guess. At this stage it appears likely the board will set in motion the education, enforcement and interpretation machinery, perhaps creating a permanent board committee to take charge of the whole project. This committee might include a spokesman for independent stations. The independents claimed during the code-drafting process that their interests received little consideration.

Actually, the code is only partly in effect at this time. It was formally adopted May 19, applying to contracts in existence as of that date. Full code operation starts May 19 next except in the case of networks, which voluntarily moved their enforcement date to Jan. 1. This means that regardless of long-term commitments, networks and stations are to follow the code's standards.

Is the code being followed now?

Mr. Terry, recognizing the dearth of comment among station operators, says an actual log study or monitoring set-up might supply the answer.

Like many of the other district directors contacted by BROADCASTING, Mr. Nunn feels stations are making a conscientious effort to adhere to the standards.

Michael R. Hanna, WHCU Ithaca, N. Y., District 2 director, believes considerably more than half of stations have been operating well within the code and had been doing so long before its passage. He feels the code needs implementing in many cases.

Mr. Hanna sees the need for frank discussion of problems arising in individual cases, along with personal follow-ups after district meetings.

Campbell Arnoux, WTAR Nor-

(Continued on page 67)

RECORD PEACE

Transcriptions May Be Next

By ED JAMES

PREDICTION that transcriptions as well as records will soon be rolling at pre-strike speed was heard at the weekend as government word was awaited on legality of the union-recorders royalty plan.

With phonograph companies and the American Federation of Musicians in agreement on the royalty fee, as well as other terms of settlement, belief was expressed that an adverse government decision would not halt resumption of recording.

Even if the Dept. of Justice holds the fee plan illegal under terms of the Taft-Hartley Act, some industry sources believe James C. Petrillo will send his musicians back to work. They point out that both sides are eager to end the 10-month strike and add that Mr. Petrillo has done everything possible to set up a trustee plan by which recording fees would be administered for the benefit of his musicians.

The core of the settlement was the revised system of royalty payments which it was believed would circumvent the Taft-Hartley Act. It was the outlawing by that legislation of direct royalty payments from the manufacturers to the union that led to imposition of the ban at midnight last Dec. 31.

Revised Royalty Payments

Under the agreement finally accepted last Thursday by major record makers and Mr. Petrillo, AFM president, the companies will pay royalties into a "public music fund." Fund will be administered by an impartial trustee, with Guaranty Trust Co. generally mentioned.

Attorneys for both companies and union appeared confident that the trusteeship will provide a satisfactory device to resume royalty payments to the union without violating the Taft-Hartley Act.

In a joint statement announcing the agreement, the companies and the union said they would submit the royalty formula to "appropriate" government agencies for examination and opinion as to its legality.

Although the statement did not identify the bureaus to which the plan would be sent, it was understood that the opinions of the Dept. of Justice, Bureau of Internal Revenue, National Labor Relations Board and at least one Congressional committee would be solicited.

The plan will be put in operation

(Continued on page 68)

KLZ, KVOR

Sale for $900,000 Announced

KLZ Denver and KVOR Colorado Springs were acquired last week for about $900,000 gross by Aladdin Radio & Television Inc., headed by Denver businessmen [CLOSED CIRCUIT, Sept 6]. The acquisition is subject to the customary FCC approval.

Principal stockholders of KLZ are E. K. Gaylord, president of the Oklahoma Publishing Co. properties; Edgar T. Bell, former secretary-teasurer and business manager of the publishing company, and members of their families. Messrs. Gaylord and Bell and the publishing firm own KVOR in approximately equal shares.

Aladdin, applicant for a new television station in Denver and identified in ownership with an AM applicant there, is headed by Harry E. Huffman, district manager of Fox Denver Theatres.

Other Aladdin owners are Frank H. Ricketson Jr., president of Fox Inter-Mountain, who is treasurer; Hugh B. Terry, KLZ manager, who becomes executive vice president and general manager; J. Elroy McCaw, who is interested in a number of radio properties including KELA Centralia, Wash. (50%), and KPOA Honolulu (45%); Ted R. Gamble, West Coast theatre operator and wartime head of the Treasury Dept.'s bond campaigns; and Albert H. Gould, Denver attorney, who is secretary.

EXECUTIVES of Aladdin Radio and Television Inc., purchaser of KLZ Denver and KVOR Colorado Springs, include (l to r): Harry E. Huffman, president, Frank H. Ricketson Jr., treasurer, and Hugh B. Terry, KLZ manager, who becomes vice president and general manager of the corporation. Aladdin represents the Fox Intermountain theatre interests.

Tentative Setup

Tentative stock arrangements were understood to include an approximately four-way division of the Aladdin ownership among Messrs. Huffman, McCaw, Ricketson, and Gamble. The exact amount of Mr. Terry's interest had not been determined last Friday, although it was known he definitely will be a stockholder. In addition to Mr. Gould's minority interest, stock will also be available to key employes of KLZ, KVOR, and the Denver theatre companies.

Applications for FCC approval of the transfers are being prepared by the Washington law firm of Pierson & Ball and probably will be filed early this week.

KLZ, on 560 kc with 5 kw, also operates KLZ-FM and has an application pending for a television station on Channel 7. With FCC approval of the transfer, either KLZ's application or that of Aladdin for Channel 9 will be withdrawn. The 810 kc application of Denver Broadcasting Co., which merged with Aladdin Television Co. to form the new company, similarly would be given up.

KVOR, which operates with 1 kw on 1300 kc, and KLZ are both affiliated with CBS.

Aladdin officials said they contemplated no changes in either personnel or policies of the two stations. Everette Shupe will remain as manager of KVOR and Mr. Terry will continue in the KLZ managership.

Negotiations for the sales were handled by Howard E. Stark of The Smith Davis Corp., New York radio and newspaper brokers.

Under present ownership, Mr. Gaylord is president of both KLZ and KVOR. He owns 26% of KLZ and his wife owns a similar interest. Other KLZ principals include Mr. Bell and his daughter, Emily Bell Schoenhofen, who have about 3% and 13% respectively.

Oklahoma Publishing Co. also owns WKY Oklahoma City and publishes the *Oklahoman*, *Times*, and the *Farmer Stockman*. KLZ is currently licensed to KLZ Broadcasting Co. and KVOR to Outwest Broadcasting Co.

In This Issue . . .

NAB Code—Dead or Alive? 21
AFM Truce Again Looms 21
KLZ, KVOR Sold for $900,000 22
WRTB (TV) to CBS? 22
Golub FCC Plan 23
RWG Strike 23
$1.7 Million Spent for Political Time .. 24
NCAB Southern Pines Meeting 25
From P.I. to Chaos 26
ANA Meeting 27
WIPR Investigation 28
Hayes to KQW 28
WTVJ (TV) Miami Hearing 36

Lucky Strikes to Sponsor Regular Film TV Series

AMERICAN Tobacco Co., New York (Lucky Strike cigarettes) has signed a 26-week contract to sponsor one of the first regular films made for television [BROADCASTING, Oct. 11]. The show, as yet untitled, will be presented Friday nights, 8:30-9 p.m., on NBC-TV. In addition, the program will be carried on seven non-interconnected stations in important markets. No starting date has been set.

The films, made by Marshall Grant Productions, will be adaptations of world famous classics. Arthur Shields will be the narrator and casts will be made up of featured screen players.

Currently the Lucky Strike television schedule includes one-minute spots on 20 stations, a 10-game football schedule on NBC-TV, a five-game schedule on WABD New York and an eight-game schedule in Chicago on WGN-TV. N. W. Ayer & Son, New York, is the agency.

WRTB TO CBS?

Application Due This Week

NEGOTIATIONS for assignment to CBS of Raytheon Mfg. Co.'s construction permit for WRTB (TV) Waltham, Mass.—in the Boston area—have been completed. Formal application for FCC approval is slated to be filed this week.

The network, currently one of seven applicants for the two TV channels available in Boston, would acquire the WRTB properties for approximately $250,000, representing the company's investment to date.

This sum was indicated in a petition filed by Raytheon last week to acquaint the Commission with developments and also to renew its plea for additional time to complete construction. The Raytheon request for further extension of time has been set for hearing.

Second CBS TV Station

If the assignment to CBS is approved, the network will have its second owned television station. It already operates WCBS-TV New York and has a minority interest in KTTV (TV) Los Angeles, with applications for Boston, Chicago, and San Francisco. The Boston application would be withdrawn following approval of the WRTB transaction. CBS owns 45% of WTOP Inc., newly approved licensee of WTOP Washington, which plans to apply for a capital video station.

The network also has been negotiating with the *St. Louis Globe-Democrat* looking toward acquisition of a minority interest in the newspaper's proposed television outlet (if the *Globe-Democrat* application is approved by FCC).

The Raytheon-CBS assignment will be subject to the Commission's AVCO Rule, permitting would-be purchasers of WRTB to file for the station on the same terms and conditions provided in the agreement with the network.

Ready to Go

In last week's petition Raytheon told FCC it could start equipment tests within 24 hours of authorization by the Commission. Interim operation with a 5 kw transmitter could be started on a commercial basis by about the end of the year and 20 kw operation could be begun about eight months later, the company has told FCC.

Raytheon received its TV grant (Channel 2) almost two and a half years ago [BROADCASTING, May 20, 1946]. Its requests for extension of completion date have been attributed to financial problems occasioned by reconversion and its expansion of manufacturing activities, as well as to delays in receiving equipment.

At one time it was reported that E. Anthony & Sons Inc., formerly a Boston applicant, might assist in financing the station. But these negotiations apparently fell through.

Will Push Construction

Calling attention to FCC's current freeze on television applications, Raytheon pointed out that a grant of its request for additional time and approval of the assignment to CBS "will permit an additional television station to commence operation in the Boston area at the earliest possible date."

There are now two stations in the Boston area. Approval of the CBS-Raytheon arrangement, the petition noted, "will provide additional competition . . . in the near future and will benefit the population of the Boston area by providing an additional program service of high quality."

GOLUB FCC PLAN

Clarified Rules, Stable Policy

FORMULATION of clear regulatory objectives by FCC, accomplishment of greater policy stability, and a reorganization of the staff are recommended in the "secret" report of the FCC investigator for the Hoover Commission on reorganization of the government.

The report, prepared by William W. Golub, New York attorney who made the FCC study for the Hoover group's Committee on Regulatory Agencies [BROADCASTING, June 21, Oct. 18], also proposes:

(1) That the Commission remain a seven-man independent agency, that the Chairman continue to be appointed by the President and that division of the Commission into panels remain discretionary, not mandatory;

(2) That the Communications Act be changed to provide less severe penalties for violation of FCC's regulatory policies;

(3) That FCC "discontinue its practice of filling key staff positions primarily on a senority basis;"

(4) That the staff be reorganized along "functional" lines, with the general counsel, chief engineer and chief accountant attached directly to the Commission;

(5) That the technical information and laboratory divisions of the Engineering Bureau be "consolidated and strengthened;"

Salary Increases

(6) That Commissioners' salaries be raised to at least $15,000 and that the members be provided retirement benefits and be authorized to employ "competent personal assistants;"

(7) That the Commission make "additional delegations of authority to the staff, particularly in the broadcast field," and that it "clarify the scope of existing delegations;"

(8) That the Chairman be given responsibility for supervision of administration, assisted by the Bureau of Administration, and also for long-range planning activities, assisted by a committee of key staff officials;

(9) That, to obtain a more objective viewpoint, FCC members have "more frequent contact with non-industry groups;"

(10) That the Civil Aeronautics Administration "should define the standards governing the height, painting and illumination of radio antenna towers;"

(11) That a chief hearing examiner be appointed "at once" and a "thorough study" made of the Commission's hearing system;

(12) That FCC's Washington staff be quartered in a single building.

From Mr. Golub's massive report, with the assistance of "comments" which it is soliciting from a selected list of FCC and industry authorities, the Committee on Regulatory Agencies will fashion its own report to the Hoover Commission. The Hoover Commission will formulate final recommendations, covering all agencies and functions of the executive branch of the government, and report to Congress in January.

Mr. Golub recommends that FCC "immediately" undertake an "emergency short-range planning program" to "single out its immediate regulatory objectives and the policy determinations required for their achievement."

While this program is being worked out, the report suggests, "the scope of Commission business should be limited to matters of an emergency character and to policy issues of clearly immediate moment."

This recommendation follows a conclusion that FCC is operating without any well-rounded regulatory philosophy. But current members were described as seemingly "eager" to develop one.

The Commission, Mr. Golub finds, has shown that it is able to work out policy solutions to specific questions. But he also finds a lack of policy stability—failure to apply specific policies consistently and vigorously.

Mr. Golub takes the Commission to task for what he considers failure to "enforce the letter of the network rules" and to determine whether they are up to date. He concludes that FCC "won the battle but lost the war" on that score.

Without the network rules he thinks it "highly likely" that the networks would have faced anti-trust litigation "along the lines of that directed against the movie industry." Instead, the networks "in effect have gained an immunity to anti-trust suits," Mr. Golub says.

Assistants Needed

The complexity of FCC's task, he asserts, make it necessary not only to have well qualified Commissioners, but for the members to have competent personal assistants to aid them. Few Commissioners, he implies, go into sessions well informed on all items on the agenda.

Mr. Golub finds that many political pressures, frequently heavy, are brought to bear upon the members. But for the most part, he concludes, the Commission has successfully rejected them.

He finds no evidence of pressure having been exerted by the White House to influence decisions, but feels it would be conducive to sound administration if the Commissioners' terms were staggered so none expires in the last year of the President's tenure of office.

If efforts to influence decisions have originated at the White House, Mr. Golub asserts, they have come from the White House staff and not from the President. He said Chairman Wayne Coy has discussed a pending case with President Truman only once, and that the purpose then was to acquaint the President with FCC's decision and to block any efforts that might be made to have the White House apply pressure.

Mr. Golub finds that Mr. Roosevelt was "particularly interested" in setting up a group of government-operated clear-channel stations which would use high power to cover rural areas. FCC considered the proposal but dropped it, Mr. Golub notes.

He also refers to Mr. Roosevelt's concern over newspaper ownership of stations, which resulted in FCC's lengthy study of the subject. But there was no indication that the President's concern was actually revealed to the other commissioners, the report asserts.

"The newspaper ownership issue probably was a high mark of Presidential interest in this type of problem and the Commission's ultimate policy determination fell far short of the President's views," Mr. Golub reports.

He pays tribute to the "great ability and integrity" of FCC chairmen. Nevertheless, he says, the selection of commissioners sometimes has been obviously based on political considerations.

For clarification, he suggests that the Act be "amended so as to limit the President to removals

(Continued on page 52)

RWG STRIKE

United Agency Front Broken

By IRV MARDER

HOPES for a quick settlement of the "cold strike" by the Radio Writers Guild against the advertising agencies are centered on a meeting arranged by a federal mediator with sponsors of some of the shows involved. The conference was to have been held yesterday afternoon at the New York offices of the Assn. of National Advertisers.

If the Sunday conclave proved successful, the mediator, J. R. Mandelbaum, assistant regional director of the Federal Mediation and Conciliation Service, said he would attempt to arrange a joint meeting this week with officials of the guild. He already had held several meetings with each side separately.

If, on the other hand, yesterday's parley was unfruitful, picketing plans set months ago by the guild were to become effective today. Picketing was originally to have begun last Tuesday, when the strike was officially started.

However, the guild agreed the day before, at the request of Mr. Mandelbaum, to withhold its pickets while mediation was attempted.

Roy Langham, national executive secretary of the guild, pointed out Tuesday that the strike was on even though there was no picketing. The Authors League restraining notice ordering all members to withhold material from "unfair" shows remained in effect, he explained.

Two Accede

Later, Mr. Langham announced that the hitherto united front of the agencies against the guild had finally been broken by two agencies —both 4-A members. On Tuesday they agreed to sign the guild's letters of adherence, binding them to the terms of the RWG contract with the four major networks. The signers were Warwick & Legler, for the *Democratic Record Show* on ABC, and the H. B. Humphrey Co., for *Great Scenes from Great Plays*, on MBS.

The former show was the subject of a special announcement by Sen. J. Howard McGrath, chairman of the Democratic National Committee, expressing his "amazement" that the *Democratic Record Show* "had been involved in a labor dispute with the Radio Writers Guild."

The Senator declared that "within two hours after this situation was brought to my attention," the embarrassing contretemps was adjusted by Warwick & Legler. The agency intimated that its signing was a gesture in the direction of Democratic solidarity rather than an admission of guilt, since the show in question is written by staff employes of the agency.

The Episcopal Church sponsors *Great Scenes From Great Plays.*

The sponsors who were to attend yesterday's meeting set up by the federal mediator are members of the ANA Radio Council. Mr. Mandelbaum said the Sunday meeting would mark "the first time in the history of labor negotiation in the radio field that the sponsoring

(Continued on page 61)

STUMP TIME-$1,700,000

GOP's $803,500 High

POLITICAL parties this election year tapped their campaign chests for a sum roughly estimated at upwards of $1.7 million to woo voters via the airwaves.

Lacking a central source from which to round up time and cost figures for a nation-wide picture, BROADCASTING sharpened its analytical pencil to produce this unofficial accounting of campaign expenditures for radio time:

Republicans	$803,500
Democrats	494,000
Unions and other outside support for Truman-Barkley ticket	181,000
Progressive	220,000
States Rights Party	Unknown
TOTAL	$1,698,500

Republicans rang up a total of 24 half-hour national network periods up to election eve. All these periods fell in the choice and high-priced evening periods. Unofficial estimates for this time were placed at $600,000.

The Democratic National Committee milked its budget for approximately $494,000 for radio time, it was authoritatively learned. This sum was channeled into 20 half-hour national network hours; 11 quarter-hour national network hours, and two half-hour TV sectional network periods.

Platter Expenditures

In addition, the Democratic Committee was believed to have spent a considerable sum for the production of platters placed by state and local groups.

Democratic officials previously indicated that their radio campaign chest would be from $750,000 to $960,000 [BROADCASTING, Oct. 18, Sept. 27]. Draining off funds for radio slowly at first, the Democrats made their plunge into the airwaves during October.

Ken Fry, national radio director for the Democratic Committee, said it was impossible to even venture a guess on how much time had been purchased by local and state organizations.

Members of groups affiliated with the GOP, dug into their jeans to provide an estimated $5,000 for two half-hour broadcasts by national campaigners directed to voters in 11 western states.

The sum of about $10,000 was drawn from national GOP coffers to provide special appeals over 14 stations to large segments of foreign language speakers in large cities.

An allocation of approximately $5,000 was made by the Republicans to carry messages via a spot campaign to veterans. Affiliated Republican groups twice bought time on about 70 stations in Pennsylvania for an estimated $3,000.

A local group donated a one-time shot for all the NBC stations in New York state, at a cost calculated to be about $1,500. National GOP speakers found time waiting for them on 8 stations when they arrived in Kentucky, 14 in Ohio; 7 in Michigan, and some in Montana, Arizona, Minnesota and other states on different occasions.

GOP Spots

Republicans poured approximately $75,000 into spot campaigns in 11 states where heated Senatorial battles were in progress.

An informed source confidently expressed the view that an additional $100,000 had been spent locally by Republicans.

Republican video time purchases reportedly were inappreciable.

Ed Ingle, national radio director of the Republican National Committee, declined to lend official confirmation to BROADCASTING's estimates. He did indicate, however, that if radio expenditures appeared lower than had been anticipated that the condition could be traced to a different type of campaign strategy employed this year by the Republicans.

"The Republicans," Mr. Ingle explained, "refused to be stampeded by the opposition into reckless time purchases. We haven't run for a microphone every time they hurled a charge."

However, every day last week one of the prominent GOP leaders or candidates could be found at some time on some network.

Their addresses last week included:

Oct. 26—Gov. Dewey from Chicago, NBC, night.
Oct. 27—Gov. Dewey from Cleveland, NBC, night.
Oct. 27—Gov. Warren from San Diego, MBS, Don Lee, 14 NBC and KSL Salt Lake City to 11 western states.
Oct. 28—Gov. Dewey from Boston, CBS, night.
Oct. 28—Harold Stassen from Boulder, Colo., fed by KVOD Denver to 31 ABC stations, plus KOA Denver, KSL Salt Lake City, Z-Bar Network in Montana, KMPC Los Angeles; KTAR Phoenix.
Oct. 29—Gov. Warren from San Francisco, NBC, night.
Oct. 30—Gov. Dewey from New York, NBC, night.

In a double-barreled finale, Govs. Dewey and Warren will be heard over the combined CBS and NBC networks 9-10 p.m. (EST) today (Nov. 1).

A total of $714,000 was spent on radio time by the Democrats during the 1944 campaign.

Two live national network time periods, totaling 45 minutes, were donated to the Democratic cause by the CIO-PAC at a cost approximating $28,000. This includes a half hour on ABC, co-sponsored with the Labor Committee for Truman and Barkley, and 15 minutes on CBS.

United Auto Workers drew roughly $8,000 from their kitty to provide a platter show featuring UAW President Walter Reuther on ABC. Four other platter shows, also featuring Mr. Reuther, were placed on about 800 stations at an estimated cost of $40,000. Additional platters, with CIO President Philip Murray carrying the speaking part, have been placed on 35 stations for about $2,000.

ILGWU Contributes

Time contributions of the International Ladies Garment Workers Union amount to approximately $50,000, in behalf of the Democrats.

Radio time purchased by the Liberal Party of New York, which endorsed President Truman and Sen. Barkley, accounted for roughly $25,000 of the total expenditures. It was this group that sponsored President Truman's speech last Thursday night over MBS.

An American Federation of Labor group, the Labor League for Political Education, picked up the check for two coast-to-coast programs, one on ABC and one on CBS. The bill was about $20,000.

President Truman delivered four major addresses on national networks last week. These were:

Oct. 25—Chicago, CBS and MBS, night.
Oct. 27—Boston, CBS, night.
Oct. 28—New York, MBS, night.
Oct. 28—New York, State hookup of 17 MBS stations, night.
Oct. 29—Brooklyn, NBC, ABC and MBS, night.

Headquarters personnel of the Progressive Party estimated their radio expenditures at $220,000. They explained that $160,000 of this sum was appropriated for national network time and the remainder for regional and spot time. No video time was purchased.

The States' Rights Democrats headquarters in Jackson, Miss., announced its campaign expenditures had been $96,542.

No Records for Dixiecrats

One States' Rights official explained that most radio time had been contracted for and was paid for by state or local organizations and consequently no records were available at their national headquarters.

In their struggle for control of the government, the regular Republican campaign committees' overall expenses were about 25% more than those of the Democrats.

Official figures filed in Washington indicate the Republican National Committee spent $1,706,370 and the Democratic National Committee spent $1,503,709 to Oct. 22.

The differences showed up in the spending of GOP Congressional groups.

'VOICE' COVERING ELECTION RESULTS

U. S. ELECTION results and their significance will pour out this week to "Voice of America" listeners throughout the world under arrangements provided by the State Dept.'s International Broadcasting Division. Three special election networks will beam the broadcasts to Europe, the Far East and Latin America beginning tomorrow night (Tuesday).

Sixteen languages, four under the usual total, will be used, with a basic English program slated for airing to all areas starting at 9:15 p.m. tomorrow. The "Voice" will air bulletins every hour on the hour in German, French and Italian, and every hour on the half hour in Spanish and Portuguese.

IBD also had arranged to record the domestic broadcasts of leading American commentators for rebroadcast overseas. "Voice of America" special events teams will be on hand at political party headquarters and other newsworthy spots to cover election night developments.

Drawn for Broadcasting by Sid Hix

"Hooper madam, HOOPER, not Kinsey."

COY

FCC Chief Sees Need for Clears, Regionals; NAB Speaker Predicts Economic Stability

DOHERTY

By SOL TAISHOFF

THE SMALLEST market in the United States to boast two standard broadcasting stations (Southern Pines, N. C., population 3,000) last Monday was the locale for some of the biggest radio news in many a sun-spot cycle.

FCC Chairman Wayne Coy told a dinner meeting of the North Carolina Assn. of Broadcasters (67 voting delegates and their ladies) that:

- There will be at least 1,000 television stations in the United States in the next seven or eight years (as many as there were aural stations at the war's end).
- All broadcasters would be well advised to give sober thought to TV, irrespective of market, and should make up their minds whether they will be telecasters or [aural] broadcasters, since the two services eventually will be economically incompatible under the same management.
- Since saturation of television service can't be expected in any "reasonable" time, there must be "clear channel, regional and local stations, with the local units, plus FM, to satisfy local self-expression needs."
- The "plush" days of radio are over and there are challenging days ahead, which call for heads up, alert operation, and more distinctive programming.
- FM, some time in the future, will "essentially replace AM" in most areas, but FM cannot "begin to provide distant service."

Off the Cuff

These, and other revelations of the current thought on the FCC on current problems, flowed from an off-the-cuff address that Mr. Coy prosaically labelled: "How Does FM Fit Into Your Future?" Although a devout booster of FM as the ultimate and most influential of the aural services from the standpoint of "local self-expression," Mr. Coy went all out for TV, and then proceeded to cover the radio spectrum, economically and technically.

Portions of Mr. Coy's ad libbed talk were repetitious of his comments Oct. 22 [BROADCASTING, Oct. 25] before the Radio Executives Club in New York, notably as pertains to the TV-Aural broadcasting competitive outlook.

The talk departed from the usual formal presentation. Afterward, Mr. Coy answered questions, and soon found himself delivering another oration on low and high band TV and the reasons for the present freeze of TV. He reiterated that the FCC, when it ordered the freeze last month, did not do so with any immediate thought of eliminating the lower end of the present 12-channel low band. Campbell Aronux, WTAR Norfolk, NAB district director, precipitated the TV discussion.

WITH NARY a note, FCC Chairman Wayne Coy addressed the North Carolina Assn. of Broadcasters for 45 minutes at its fall meeting at Southern Pines last Monday. Seated are Mrs. Campbell Arnoux, wife of the president of WTAR Norfolk and NAB Fourth District director, and Harold Essex, vice president and managing director of WSJS Winston-Salem and president of NCAB.

What the chairman told that small group of North Carolinians and the two members of the NAB board present (Mr. Arnoux and Dick Shafto, WIS Columbia, S. C., medium station director) would have been headline copy for a national convention of the NAB or a Congressional Committee hearing.

The Coy after-dinner speech followed a luncheon address by Richard P. Doherty, NAB Employee-Employer Relations director on the economics of radio and how they affect employment and operations (See companion story). Mr. Coy, after complimenting Mr. Doherty for his "scholarly and unusually sensible approach" to the problems ahead, then used as his text certain of Mr. Doherty's findings on the competitive radio picture.

Obviously on Mr. Coy's mind was the clear channel case, which has languished at the FCC for more than a decade. He described it as one of the toughest problems facing the Commission, and he implied that it is heading for rather prompt decision.

If anything concrete could be gleaned from his ad-libbed comments, it was that Mr. Coy feels that some clear channel service must be continued if remote areas are to be served.

Power Increases

And it is now generally recognized that if any of all of the 24 1-A channels are to remain, they can be justified only if power is increased substantially beyond the present limit of 50 kw. The Clear Channel Group is seeking a horizontal increase of power to 750 kw.

Mr. Coy would not amplify his views on this point when questioned by this reporter.

Here is an abstract of his overall comments:

The impact of TV upon the broadcasting structure will be "very great." The broadcaster who buries his head in the sand and

(Continued on page 66)

AN INTENSIVE analysis of business cycles and national income in relation to advertising expenditures shows clearly that an alert broadcasting industry need not necessarily suffer in any economic recession that might befall the nation in the next two or three years.

That was the report given the North Carolina Assn. of Broadcasters last Monday by Richard P. Doherty, director of Employee-Employer Relations of the NAB.

"It is reasonable to assume," he said, "that advertising expenditures will continue to rise over the next few years in relation to national income. In fact, this tendency may offset or cushion the effect of any near-term business recession insofar as the advertising business is concerned."

Mr. Doherty pointed out there has been a steady rise in advertising expenditures in proportion to the national income in the last three years, but expenditures remain below the 2.5% of national income of prewar years.

Rise in Ad Buying

Analyzing statistics prepared by Kenneth H. Baker, NAB director of Research, Mr. Doherty pointed out that advertising expenditures have reached an all-time high in the United States. But the national income has gone up too. The total advertising budget for the nation would have been $5 billion last year had the normal prewar rate of 2.5% of income been maintained. Instead it was $3.7 billion.

Thus, he pointed out that money spent in advertising has lagged behind national income, and amounted to only 1.8% in 1947. As advertising expenditures recover from their fall which came about through wartime shortages and a strong sellers' market, he predicted that the normal pattern again can be achieved. In 1944, advertising expenditures were 1.38% of national income.

The current national income is $205 billion, Mr. Doherty pointed out. If it should drop in the next two or three years by as much as 20% to a figure of $160 billion, but if the advertising ratio climbs to the normal of 2½%, he calculated radio would still get its share of $500 million in revenue.

Station Increase

Mr. Doherty pointed out that the amount spent in radio advertising has been increasing, but the number of stations has increased at a faster clip—many of them built during the post-war period of highly inflated costs.

He urged broadcasters to take affirmative steps to get a larger share of the advertising dollar than the 12½% now averaged. More effective selling of the medium, through an all-industry plan and by other means is essential, he said.

He warned against "intra-industry suicide" through rate-cutting

(Continued on page 66)

NCAB

Essex Re-elected President; Coy, Doherty Speak

HAROLD ESSEX, vice president and general manager of WSJS Winston-Salem, was unanimously re-elected president of the North Carolina Assn. of Broadcasters at the concluding session of its annual meeting last Tuesday at Southern Pines.

Robert M. Wallace, director of WOHS Shelby, was re-elected vice president and Jack S. Younts, principal owner of WEEB Southern Pines was elected secretary-treasurer. Elected to the board of directors, which includes the three officers, were Ed M. Anderson, WBBO Forest City, and John C. Hanner, WCPS Tarboro.

Resolutions adopted at the two-day session, highlighted by addresses by FCC Chairman Wayne Coy and NAB Employe-Employer Relations Director Richard P. Doherty, included:

Proposal that an organization be founded under NAB auspices to plan industry-wide promotion of radio, with participation of the manufacturers; investigation of the SESAC drive to increase copyright royalties, with the NAB to initiate action to correct inequities or injustices; plea to the Census Bureau to include questions on distribution of radio homes (AM, FM and TV) in the upcoming dicenniel census; recommendation that there be established a North Carolina Educational Communications Commission (presumably under the auspices of the Communications Center at the U. of North Carolina) to promote wider and more effective use of all methods of communications at all levels of education in North Carolina.

An invitation from the NCAB to the North Carolina FM Assn., that it merge its membership was declined "with thanks" and taken under advisement.

A proposal, advanced by Earl Wynn, director of the Communications Center of the U. of North Carolina, that the association retain a paid executive secretary and collaborate with the university in setting up a personnel clearing house at the center and in other ways advance radio in the state, received preliminary endorsement and will be considered at the next NCAB session in June.

FROM P.I. TO CHAOS

NAB Group Hits Chiselers

BROADCASTERS accepting per inquiry contracts are heading right into business chaos, in the opinion of the NAB Sales Managers Executive Committee, which last week decided to do something about it.

Aroused by the flood of recent p. i. and free-time propositions [BROADCASTING, Sept. 13, Oct. 4], the committee took a number of sweeping steps to stimulate sales and halt chiseling. It met Monday and Tuesday last week and turned out a list of projects that promise to make industry history.

The committee box score includes these projects:

- Protest to National Retail Dry Goods Assn. on a *Saturday Evening Post* retail promotion stunt in which stores are urged to demand free time.
- Creation of plan to stop summer or "hiatus" periods in contracts.
- Endorsement of industry promotion project.
- Suggestion that stations charge regular rates for political broadcasts.
- Formation of a continuous file of TV success stories.
- Formed new FM subcommittee.
- Discussed plans to expand the Broadcast Advertising Dept. to parallel periodical media activity.

Dominating the meeting were the p. i. and time-chisel problems. The committee adopted a resolution commending BROADCASTING for exposing the spread of efforts to evade station card rates.

Indignation ran high when the *Saturday Evening Post* project was discussed. The magazine's promotion stunt, tied into NRDGA's nationwide project to promote appreciation of American freedom, was construed as a below-the-belt blow. This arose from a statement in a promotion piece which hinted that broadcasters are pushovers for free-time projects because of Federal requirements.

The paragraph that hurt, appearing in a promotion pamphlet mailed to countless thousands of stores and other business groups, follows:

> If there is a radio station in your city, ask for its cooperation in getting a daily program over the air. Radio stations are required to allot a certain amount of time to programs of public service. This campaign is entitled to full radio support. Again the *Post* kit will include suggested scripts, and the *Saturday Evening Post* will supply gratis one-minute radio transcriptions for your use.

The NRDGA campaign starts Feb. 16. It is described as "the biggest single promotion ever staged in the history of our country." The *Post* will carry a two-page color spread in its Feb. 19 issue.

The magazine explained that "the idea behind this broad patriotic program was conceived by the staff of the NRDGA. They asked for and received the cooperation of the *Saturday Evening Post*."

The Sales Practices Subcommittee objected to the *Post's* free-time idea and turned the recommendation over to the full committee which directed that a protest be filed with NRDGA.

One of the surprises of the two-day meeting was disclosure that p. i. or non-risk deals with advertisers appear to be in violation of Sections 5(a) and 5(b) of the NAB-AAAA standard advertising contract.

'Legitimate Cause of Action'

The committee adopted a resolution which warned that an advertiser abiding by the terms of the contract has, in the committee's belief, a legitimate cause of action against every station "which breaches its contracts by allowing what in effect amounts to a lower or more favorable rate."

It viewed the increase of p. i. offers with "grave alarm" and reaffirmed its endorsement of the 1946 NAB convention resolution against such propositions. It further asked the NAB board to approve letters by directors to all stations in their districts urging rejections of such offers.

Two resolutions were adopted in an effort to halt the flood of free-time offers. One cracked hard at the number of requests made on behalf of commercial promotions masquerading as public interest features.

"The committee believes that in many cases the donation of time for such projects has made it impossible to obtain legitimate advertising appropriations for them because of the feeling on the part of individuals, organizations, and in some cases, industries, that such time can be gotten without pay from radio."

Preparation of a check list was advised, the list to be used by stations in determining legitimacy of free-time pleas. This list urges investigation of paid advertising in other media for such projects, along with newsworthiness of the promotions and whether the project charges for advertising.

The second free-time resolution

(Continued on page 60)

HIT AGAIN

Second NAB Committee Acts

SECOND attack against per inquiry deals, free-time grabs and giveaway schemes was started within a week when the NAB Small Market Stations Executive Committee followed up the action of the NAB Sales Managers Executive Committee (see story this page).

Resolutions were adopted by the small market group accusing the practices of being against the best interests of the industry and likely to lead to business chaos.

An industry educational campaign to bring broadcasters in line with this policy was recommended by the committee. A resolution was adopted specifically commending BROADCASTING for its exposure of p. i., time chisel and giveaway practices.

The committee made a thorough study of industry business, program and management problems during its Wednesday-Thursday meeting, with NAB department heads going into special aspects. Maurice B. Mitchell, director of Broadcast Advertising, and J. Allen Brown, assistant director, in charge of small market station activities, sat with the committee.

Continual Campaign

Mr. Mitchell reviewed progress of the All-Radio Presentation and spoke of the possibility of a continuing promotional campaign with the film as the first step. Committee members asked that the final film script include the small station angle.

Charles A. Batson, NAB staff official, forecast eventual cutting of TV operating costs with experience and know-how (see TV operating costs story page 16). He said small market stations eventually may be forced to go into television but not for the next few years.

The committee adopted a resolution suggesting small stations check costs before entering TV. It also endorsed television operations of NAB "as a proper activity."

Use of broadcast advertising by retail associations and in public and employe relations was discussed, with Simon Goldman, WJTN Jamestown, N. Y., describing projects of the Retail Merchants Assn. in that city [BROADCASTING, Oct. 25].

Lee Hart Speaks

Lee Hart, NAB retail coordinator, urged small market stations to submit entries in the NRDGA retail radio contest. She said retail use of radio is improving in quality and quantity, and outlined plans to encourage use of radio advertising by chain stores. She advised stations to expand sales activity on the local level.

The committee discussed at length the sales practices of small stations, bringing up such techniques as rate cutting, time brokerage and methods used by newspapers to force their advertisers to buy time on affiliated stations.

Drafting of a manual of sales practices, with details on their operation and evils to be avoided, was recommended by the committee. A resolution was adopted endorsing NAB's dealer cooperative booklet, now at the printers.

Robert K. Richards, NAB Public Relations director, told the committee about plans for National Radio Week and the "Voice of Democracy" contest.

Census Discussed

Inclusion of radio and television questions in the 1950 U. S. Census was urged by the committee.

Richard P. Doherty, NAB Employe-Employer Relations director, discussed wages, talent fees and related problems. Pat Griffith, NAB director of women's activities, said more national spot advertisers are buying women's features on stations. The committee adopted a resolution endorsing NAB women's activities as now constituted.

Work of the Program Dept. was outlined by Harold Fair, director. He said preliminary scanning of a Standards of Practice survey shows encouraging results, with many broadcasters adhering (see story page 21).

Mr. Fair listed the department's projects, including a study of play-by-play sports programs, survey of program and merchandising ideas, preparation of a program

(Continued on page 60)

PAT GRIFFITH (l), NAB director of women's activities, recalled her war experiences in the Southwest Pacific at the WAC third annual reunion at Washington's Wardman Park Hotel Oct. 23. She served as a captain in the women's press section, Gen. MacArthur's Command. With Miss Griffith is Attorney Mary Agnes Brown, Veterans Administration, who was a lieutenant colonel in the Southwest Pacific.

ANA MEETING

General Foods Ad Director Praises Television

TELEVISION offers "a unique opportunity among mass advertising media, supplying as it does the facilities for doing your best selling."

That was the message Howard Chapin, director of advertising, General Foods Corp., gave to over a thousand national advertisers and their guests last Tuesday evening at the special television session of the 39th annual meeting of the Assn. of National Advertisers, held Oct. 25-27 in New York.

Presided over by Chairman Charles J. Durban, assistant advertising manager of U. S. Rubber Co., who wrote and produced the video fantasy which opened the session, the evening meeting was the first exclusive TV session in ANA convention history. Leaving convention headquarters in the Waldorf-Astoria, the TV meeting was held in CBS Playhouse No. 4.

Three Basic Factors

Mr. Chapin listed the three basic factors in advertising media evaluation as: (1) size or circulation; (2) opportunity to sell—"to select our customers and find them in a receptive mood"—and, (3) affordable cost.

As to size, he compared the estimated TV homes—900,000 by the end of this year, 4,500,000 by the end of 1950—with today's circulation of metropolitan newspapers, national magazines and radio networks.

He concluded: "While television is a mass medium today and is growing relatively faster than any other mass medium, even by 1950 it will still be a long way from offering the number of homes available to you through the older methods of reaching masses of people."

Commenting on the possible effect of television on other media, he noted that "in the last 25 years newspaper, magazine and radio circulations have all grown enormously despite the fact that they all compete for the individual's time and attention. He predicted that the same thing may occur with TV.

The industrial worker spends fewer hours on his job, the housewife less time in the kitchen and laundry, he said. The seemingly continuing trend toward more leisure hours is such that the addition of television won't necessarily squeeze out other media, he indicated.

Sandberg Testifies

To illustrate television's ability to select customers, Mr. Chapin called on Preston Pumphrey of Maxon Inc., who described the successful use of sports telecasts in reaching the masculine prospects for Gillette razors and blades.

He summoned another expert witness, John Sandberg of Kraft Foods Co., for confirmation of the observation that the simultaneous appeal of television to sight and hearing makes this medium "less susceptible to interruption . . . heightens interest and attention to an important degree, resulting in a faster and more penetrating communication of an idea."

Mr. Sandberg told how his company used television exclusively to bring MacLaren cheese—a 90-cent-a-pound carriage trade article—back on the market after a wartime absence, with gratifying success.

In facilities television "again scores a plus," Mr. Chapin declared. "With one motion," he said, "it frees the advertiser from the comparative rigidity of static illustration and text and from the handicap of talking to radio audiences who must be regarded as temporarily blind.

"With television you can send your best salesmen and saleswomen directly into the home. . . . You can show your product in action in the home with a complete and convincing demonstration of how it looks, how it works, what it does. And, as we've seen, you can do this while the family is relaxed, receptive and attentive. . . .

"It's a unique opportunity among mass advertising media, supplying as it does the facilities for doing your best selling."

TV Home Demonstrations

Direct proof of what TV's "unique opportunity" for home demonstration can mean to an alert advertiser came from Ben Donaldson of Ford Motor Co. Mr. Donaldson read a letter from the owner of a fleet of trucks reporting the purchase of "my first Ford" as a direct result of watching Ford's filmed demonstrations broadcast during Ford sports telecasts on CBS-TV.

Promising to replace his other trucks with Fords, the writer concluded: "It all started with television, and now owning a Ford has sold me completely."

On his final point of costs, Mr. Chapin reported that "Today, for some advertisers and some products, television is definitely not affordable. In General Foods we have at least a dozen nationally advertised products which we can certainly sell to more customers more economically through any of the other media available to us. On the other hand, we have achieved an audience cost as low as $2.30 per thousand homes on our Sanka coffee weather spots over WABD New York."

Stating that "We can easily foresee that television will be reasonably affordable for some of those products in the not too distant future," Mr. Chapin outlined the probable decline in video costs per thousand homes in the next few years, concluding that "as audiences grow the trend of costs will be more affordable to advertisers."

Stanton on Costs

Reporting on the cost of today's television programs, Frank Stanton, CBS president, quoted prices for a number of programs on "complete program costs, including talent, writing direction, all rehearsal time, the cost of sets and props and the agency discount," with only the cost of time omitted. He reported:

Face the Music, quarter-hour strip—$674 per broadcast or $3,370 for five broadcasts, Monday through Friday.

Winner Take All, half-hour audience participation quiz show—$1,370.

Author Meets the Critics, half-hour discussion program—$1,850.

Tonight on Broadway, half-hour live pick-ups direct from New York theatres featuring the stars of the hit shows—$7,435.

Philco Television Playhouse, hour-long weekly drama— approximately $10,000.

Ford Television Theatre, hour-long weekly drama—approximately $20,000.

We, the People, broadcast simultaneously to radio and video audiences—$1,800 extra for the video reproduction.

Noting that in sports "the controlling factor is the cost of the rights to televise," Dr. Stanton reported that rights for the seven home games of the Brooklyn Dodgers (football) this fall cost $20,000 with production and pick-up costs totalling $1,150 per game. Package of seven games, rights and production, cost $28,000 or $7,000 per game. Rights to a major horse race from Belmont Park are $1,200, with another $1,200 for pick-up and commentator.

Fight Rights Vary

Television fight rights vary widely, he said, $6,000 for the Beau Jack-Ike Williams bout last summer, $100,000 for the Louis-Walcott fight, $3,500 for the Bivens-Charles bout from Washington in September. Announcers and special pick-up facilities usually cost from $1,200 to $2,000 per fight.

CBS-TV news, five-a-week evening quarter-hour with Doug Edwards and special film shot daily and other illustrative material—$800 a day or $4,000 a week.

Mentioning the introduction of "strictly visual entertainers" into broadcasting via television, Dr. Stanton said that the "most significant difference between television and radio programming comes . . . in matters of production." To produce the *Ford Theater* in radio, he said, it "takes a crew of ten people, over and above the cast and orchestra. . . .

"But to produce the *Ford Theater* in television takes a crew of 40 people, in addition to cast and musicians. . . . And I have not included the staff for building the set and producing other visual material for the program, such as its title and program breaks."

Niles Trammell, NBC president, reminded the ANA that television "is a new opportunity in a new medium and should be considered as such and not as a replacement for any present advertising."

Exclusively Video

He pointed out that more than 60% of the commercial time on NBS's video network "has been bought by advertisers who are not currently using NBC's sound broadcasting facilities." He noted that the time purchases of NBC's AM clients do not replace but are in addition to their NBC sound broadcasting appropriations.

Mr. Trammell noted that the television "rush is on" and reported that "at NBC we have more

(Continued on page 62)

Television stories, on other pages, in this issue:

KFI-TV Los Angeles Names Tyler Manager 30
Chicago Rotary Club Invites 1,000 to TV Day Luncheon 34
WBAL-TV Finds 52.4% of Baltimore Pubs Use Sets in Afternoon 40
TV Set for Each New Detroit Project Home 42
Daytime TV Programming Urged by Stellner, Motorola Executive 42
WSB-TV Atlanta Becomes an ABC Affiliate 52
Outside Hobbies Cut by Television Families 53
WTVJ (TV) Miami Hearing Before FCC Vice Chairman Walker 56
WNBQ's First Live Program Scheduled 59
Safety Council Says TV Set Installed in Auto Is 'Suicidal' 59
Jett Says Need for More TV Channels Is Urgent 61
Texaco Video Show Hits Record 63.2 Telerating 64
Katz Advises Caution in Television Research 65
Elgin-American to Have TV Show on ABC Thanksgiving Day 67
WABD (TV) All-Day Schedule Launched 67
TV Employment for One Million in Five Years, Says Cosgrove 68
Appliance Distributor Buys Daily Hour on WCAU-TV 77
New York Producer Gets Beauty Pageant TV Rights 80

For television personnel changes, programs, etc., see various notes departments in this issue

WIPR PROBE

House Group Eyes Commercial Permit

By WILLIAM J. DORVILLIER

(Special to BROADCASTING)

SAN JUAN—Private radio station owners, military, religious, political and civic leaders were interviewed last week by three Congressional investigators looking into FCC's grant of a commercial permit to the Insular Government station, WIPR.

Frank T. Bow, general counsel for the House Select Committee to Investigate the FCC, will report to Chairman Forest A. Harness (R-Ind), on his return to Washington this week. Observers believe he will recommend that the committee hold public hearings here after elections.

Assisting Mr. Bow in interviewing persons interested in communications matters in Puerto Rico are Oscar L. Hume, staff director of the House Subcommittee on Publicity and Propaganda (also headed by Rep. Harness), and Thomas F. Simpson, former FBI agent.

The investigation grew out of complaints by private operators here that the Insular Government would compete unfairly with their stations.

Thomas Muniz, president of the Puerto Rico Broadcasters Assn., on a visit to Washington, presented the private operators' case to Mr. Bow. Mr. Bow's preliminary report to Chairman Harness led to the present probe here.

Committee Praised

Local operators and public officials have praised the manner in which the investigation has been carried out. Station owners in outlying cities and towns were invited by telegram to contact Mr. Bow for interviews. Meanwhile, in San Juan, a steady stream of witnesses appeared punctually at hour intervals to speak privately with the committee's counsel.

Messrs. Hume and Simpson called on others in business, military, and government offices for individual interviews.

Each evening Messrs. Hume and Simpson reported their findings to Mr. Bow at staff meetings at the latter's headquarters in his Pan American Guest House suite, where most of his interviews were conducted.

Mr. Bow told the press here that information obtained, and the names of those volunteering information could be disclosed only by Chairman Harness. It was understood that the assurance of secrecy was thought necessary to encourage those who otherwise would not have wanted to go on record publicly in opposition to the government commercial station.

Overall Probe

The investigating committee is not limiting its work to WIPR, however, as all communications matters are being studied, including telephone and the government-owned telegraph system.

Among those interviewed by Mr. Bow was the Most Rev. James P. Davis, Roman Catholic Bishop of San Juan, who earlier had written the committee asking the investigators to look into the "low moral level of certain programs" in the island.

Originally scheduled to go on the air Nov. 17, the government station will not go into operation until some time later due to mechanical and organization delays.

The Insular Communications Authority will operate WIPR. Authority Director Rafael Delgado Marquez indicated recently that the government did not plan to solicit advertising. It has been pointed out to the committee, however, that the $125,000 allotted to the station for its first year's operations would be insufficient to keep it going without commercial sponsors.

Although the investigators are authorized to probe publicity and propaganda paid for with federal funds where and if it exists, stress is being placed on plans for WIPR and private radio operations in the island.

Will Report to Congress

Counsel Bow said that all information obtained here would be incorporated with findings of the select committee in Washington in preparing possible recommendations to the 81st Congress for amendment of the Communications Act, or possibly for an entirely new act.

The investigating group was scheduled to conclude its work here last Friday or Saturday, and leave for Washington at once.

Radio Emphasized At SAAA Sessions

Group Also Hears TV Situation Reviewed at Houston

RADIO received considerable emphasis at the annual convention of the Southwest Assn. of Advertising Agencies in Houston, Oct. 23-25.

Mr. Mann

Monty Mann, vice president and director of media of Tracy-Locke, Dallas, was elected president. Sharing a panel on radio with John Paul Goodman of Steele Advertising Agency, Houston, Mr. Mann pleaded the cause of BMB. He spoke on time buying.

Mr. Goodwin, radio director of the Steele agency, formerly was radio coordinator for Interstate Theatres of Texas, and previously was in radio in the East. He discussed production.

Other speakers were Fred Gamble, president of the American Assn. of Advertising Agencies, New York, and Roy Bacus, commercial manager of WBAP and WBAP-TV Fort Worth. Mr. Bacus showed a General Electric film on video and reviewed the television situation.

Hosts to some 80 registrants from Texas, Oklahoma, Arkansas and Louisiana at a cocktail party and dinner dance at the Texas Hotel, Oct. 24, were Houston stations KPRC KXYZ KTRH KTHT KLEE KATL KNUZ and KCOH.

David Ritche of Ritche Advertising Agency, Houston, was elected association vice president, and Alfonso Johnson, Dallas, was re-elected executive secretary and treasurer.

Next year's convention will be held in Tulsa.

HAYES TO KQW

CBS Promotes WCBS Chief

CBS HAS ANNOUNCED the appointment of Arthur Hull Hayes as vice president in charge of the network's San Francisco office [CLOSED CIRCUIT, Aug. 9]. General manager of WCBS New York since 1940 and a CBS executive since 1934, he will head operations of KQW and KQW-FM San Francisco, and a local video station for which CBA has filed application with the FCC.

He will assume his new post after CBS takes over KQW and KQW-FM, purchase of which has been approved by the FCC [BROADCASTING, Oct. 25].

It is thought likely that Mr. Hayes will be succeeded as WCBS general manager by Richard Swift, now assistant general manager of the key CBS station. Mr. Swift may be succeeded in turn as assistant general manager by Don Ball, head of the WCBS editing division.

Mr. Hayes began his career in 1926, in the national advertising department of the *Detroit News*. Two years later he joined the Campbell-Ewald media department, and in the early 1930's organized the agency's radio department.

A year after joining CBS in 1934 he was appointed eastern sales manager for the network's radio sales department. In 1938 he was named sales manager of WCBS (then WABC) and two years later was appointed general manager.

Mr. Hayes has filled many important industry posts, including chairmanships of the NAB sales managers executive committee, and the NAB committee on standardization of rate cards. He has also served on the NAB committee on contracts, and the NAB retail promotion committee.

Mr. HAYES

During the war Mr. Hayes was OWI regional radio consultant for New York and New Jersey. At present he is chairman of the radio committee, Cardinal's Committee of the Laity, and a member of the Fordham U. School of Communication Arts faculty.

FCC INVESTIGATING 'PAY' IN DISMISSAL

FURTHER hearing was ordered last week by FCC on application of Dr. Francisco A. Marquez for a new AM station in Aguadilla, P. R. to determine whether he paid Jacinto Sugranes to dismiss a competing application. Dr. Marquez seeks facilities of 1 kw fulltime on 555 kc.

In its order for the hearing, FCC stated Dr. Marquez previously testified he had given nothing to Mr. Sugranes to influence his dismissal of an application for 1 kw night, 5 kw day on 550 kc in Aguadilla. The order asserted, however, "that the Commission has in its possession new evidence which is contrary to the aforesaid testimony of Dr. Marquez."

FCC indicated it wished "to determine whether Dr. Marquez or with his knowledge and consent his agents or representatives did pay or promise payment in money or any other thing of value to Jacinto Sugranes in consideration for requesting dismissal of his application."

The Sugranes application was dismissed "with prejudice" by FCC on June 11, according to Commission records. The comparative hearing in the proceeding was begun March 20, FCC said, but Mr. Sugranes failed to appear.

Rules on Multiple Ownership Blasted

Porter, Representing Steinman Outlets, Hits Proposed Denial

FCC'S POLICY in administering its multiple ownership rules received a thorough going-over last week by ex-FCC Chairman Paul A. Porter.

Appearing at oral argument before the Commission *en banc* to seek reversal of the proposed denial of FM facilities to Steinman stations WRAW Reading and WORK York, Pa., based on grounds of coverage overlap [BROADCASTING, July 26], Mr Porter cited several similar cases and contended their overlap situations were "as aggravated" as the Steinman cases. He held that the mere fact of overlap should not resolve a case, and pointed out the Commission itself in April 1947 said its FM multiple-ownership rule was not "iron clad."

Mr. Porter, outlining numerous other factors which FCC has indicated it considers in deciding overlap issues, such as proposed service and needs of public, claimed the cases of WRAW and WORK met all these standards and that FCC has no basis on which to deny the FM requests. He stressed the independent, autonomous operation of the six Steinman outlets and pointed out that 27 facilities are presently operating or authorized in the three communities involved. While proposing to deny WRAW and WORK, FCC would grant FM request of WKBO Harrisburg, Pa., another Steinman station. The other three outlets already have FM affiliates

Referring to the 94 FM authorizations dropped during the past year, Mr. Porter indicated FCC should encourage FM development at this time and consider favorably the requests of those "prepared to proceed immediately with the construction of their FM stations." Denial of facilities to these stations deprives them of the opportunity to keep abreast of economic and technical advances, he indicated.

Appearing in oral argument before FCC last week also, in the New Orleans-Baton Rouge 1540 kc case, proposed unsuccessful applicant Bayou Broadcasting Co. argued its proposal to modify its directional array to protect XENC Celaya, Mexico, was improperly discredited by the Commission in its conclusions [BROADCASTING, July 5]. Bayou held it was entitled to comparative consideration, the facts of which would require granting its application for 50 kw day, 1 kw night on 1540 kc, directional, at Baton Rouge.

Vigorously supporting FCC's proposal to grant his firm's application, Roy Hofheinz of Louisiana Broadcasting Co. charged the "facts warrant a conclusion" that Fred E. Weber, "moving spirit" of Bayou and until recently part owner of WDSU New Orleans, sought to block his application. His argument reiterated an earlier stand in the issue [BROADCASTING, Feb. 24, March 10, 1947].

Galveston Broadcasting Co., seeking 250 w night operation to supplement its 1 kw day assignment on 1540 kc, asked approval of its petition for severance and grant since the night power would affect neither Baton Rouge nor New Orleans. The other applicants offered no objection.

The Commission also heard argument on its proposed decision to grant WHYN Holyoke, Mass., switch from 250 w on 1400 kc to 1 kw on 560 kc and to deny new application of Pynchon Broadcasting Corp, Springfield [BROADCASTING, July 19].

PORTRAIT of the late Burridge D. Butler, former president of WLS Chicago, *Prairie Farmer* station, was unveiled last Monday as a feature of station's *Dinner Bell* program. Attending were (l to r): George C. Cook and Thomas E. Murphy, WLS-*Prairie Farmer* treasurer and counsel, respectively; Dr. John W. Holland (rear), WLS pastor; G. A. Holt and James E. Edwards, vice president and president, respectively, of WLS-*Prairie Farmer*; Fred W. Orleman, business manager of the farm paper; Edward L. Ryerson, chairman of Chicago Community Trust, charged with use for charitable purposes of funds established by Mr. Butler in his will; Arthur C. Page, associate editor of *Prairie Farmer* and WLS farm program director, and Glenn Snyder, vice president-general manager of WLS. Portraits in background are of John S. Wright (l), *Prairie Farmer* founder, and Mr. Butler.

CBS COLOR

Network Refutes Reports Of New Crusade

"CBS is not pushing color television and is making no proposals for its introduction at this time," Adrian Murphy, CBS vice president, told BROADCASTING last Friday.

He denied reports that CBS is preparing to resume its former crusade for the immediate adoption of full-color television by the sequential method developed in the network's video laboratory. There is no chance, he said, for such a major development as color television to come into being until a substantial majority of the industry wants it.

Until there are some signs of such "substantial unanimity" among television manufacturers and broadcasters, CBS will not push its color system, he said, stating definitely that at this time the network has no plans for demonstrations to either the press or the public.

The demonstration of CBS color—including electronic and sequential 6 and 12 mc methods—to an FCC delegation on Oct. 22 [BROADCASTING, Oct. 25] was designed simply to show the system to Commissioners who had heard it discussed during the September hearings on television allocations [BROADCASTING, Sept. 27]. However, they had not seen the demonstrations given by CBS while the network's proposal for immediate adoption of its system was under Commission consideration.

Group who witnessed the Oct. 22 demonstration included Chairman Wayne Coy and Comrs. Frieda Hennock, Rosel Hyde and E. M. Webster.

Mr. Murphy said that the only recent public statement about color television made by CBS was a letter sent in August to the Joint Technical Advisory Committee of the Institute of Radio Engineers and the Radio Mfrs. Assn., which was investigating utilization of high frequencies for television.

Mr. Murphy's letter, detailing recent experiments of CBS with UHF color transmission, was a part of the JTAC report to the Commission and of its testimony during the September hearings.

NAB Board to Study Joint TBA Scheme

Joint Committees Cover Plan; TBA Board Accepts Report

PLANS are rapidly maturing for cooperation between NAB and Television Broadcasters Assn., in guiding TV development, it was learned Thursday following a joint meeting of the two organizations' committees on cooperation.

Adoption of a definite plan of action by the end of the year, with the new scheme for mutual TV activity to become effective early in 1949, is considered a definite possibility.

The Thursday morning meeting of the two committees in New York was followed that afternoon by a TBA board session at which the TBA committee reported on its progress. The TBA board accepted the report but took no action. The NAB group will present a similar report to that organization's next board meeting around the middle of the month. The two committees are not expected to meet again until after that time.

ASCAP Directive Amended by Court

Enforcement of Rights Blocked Until 'Monopoly' Ceases

DECISION of United States District Judge Vincent L. Leibell directing ASCAP to get rid of its rights to license the performance of ASCAP music in motion picture theatres [BROADCASTING, Aug. 30] has been amended. The amendment now restrains ASCAP from attempting to enforce those rights "as long as ASCAP continues as an illegal combination and monopoly in violation of the anti-trust laws."

Amendment, issued last Wednesday, also restrains "ASCAP's members from attempting to enforce against anyone the motion picture performing rights of any musical composition of which they have granted only the motion picture synchronization rights to the motion picture producer."

Otherwise the judge's original conclusions of law in the case remain unchanged.

Reasons for Change

Reasons for the change, set forth by Judge Leibell, include: (1) probability of litigation requiring prolonged court supervision; (2) doubt cast on the court's power to direct divestiture in a private suit, and (3) the fact "that there are now two government suits against ASCAP in this court in which the government itself may seek to have ASCAP dissolved as an illegal combination and require ASCAP to divest itself of all the performing rights it has received from its members."

Court requested the motion picture theatres who sued ASCAP "to tax their costs and then [file] for settlement on five day's notice a new form of proposed decree . . ." Defendants (ASCAP and a number of its members) were also invited to submit their ideas on the proposed form of the decree.

The case has direct bearing on the use of motion pictures containing ASCAP music in television. Even more important to broadcasters, reorganization of ASCAP may affect current negotiations for new ASCAP licenses for the use of its music in sound broadcasting.

MAISON - BLANCHE TV HEARING ORDERED

FCC last week ordered a hearing to determine the diligence of Maison-Blanche Co. in construction of WRTV (TV) New Orleans upon the application of WRTV for additional time to complete the station.

FCC noted in its order for hearing that the original construction permit, for Channel 4 (66-72 mc), had been authorized Jan. 16, 1947, and that construction of the outlet has not been completed.

McFADDEN HEADING AM, FM, TV AT WNBC

ALL THREE NBC owned and operated stations in New York—WNBC, WNBC-FM and WNBT (TV)—last week were integrated under the managership of Thomas B. McFadden, former manager of WNBC.

Mr. McFadden

Announcement of the operational integration of the AM, FM and television outlets was made by Charles R. Denny, NBC executive vice president. Mr. McFadden will continue to report to James M. Gaines, NBC director of owned and operated stations. Mr. Gaines in turn reports to Harry C. Kopf, adminstrative vice president in charge of sales and stations, on sound broadcasting operations, and to Carleton D. Smith, director of television operations, on issues pertaining to WNBT.

Simultaneously with the appointment of Mr. McFadden, John H. Reber, former assistant to the NBC television production manager, was named program manager of WNBT. He will report to Mr. McFadden.

L. A. TV PRODUCERS IN NEW ASSOCIATION

PACKAGERS of live television programs in Hollywood have organized Television Producers Assn. Mal Boyd, head of Mal Boyd & Assoc., is chairman of a temporary board of directors.

Besides acting as liaison between stations and live packagers-producers, TPA will stress improvement of the general level of live shows. Station and agency executives as well as sponsors will be invited to sit in with producer members of the association to aid in solving mutual problems.

On committee with Mr. Boyd are Mike Stokey of Stokey-Ebert Television Enterprises; Robert Light of Robert Light Radio & Television Productions; George Fogle, partner in F & C Productions; Maury Gresham of Gresham-Atherton Radio & Television Productions; Niles T. Grantland and Gladys Rubens, freelance packagers. Committee meeting is slated for Nov. 5 with general election to be held in early December.

Jackson to Dallas

PHILIP D. JACKSON, for the past year with Blackburn-Hamilton Co., radio station broker, has been named resident manager of the firm's Dallas office. He will have charge of all station transactions handled by the company in Texas and adjoining southwestern states. Blackburn-Hamilton also maintains offices in Washington and San Francisco.

FM, TV PATENTS

FCC Starts Survey; Standards Studied

INVESTIGATION of the patent structures of FM and TV has been launched by FCC. The survey is expected to indicate how the Commission should revise its technical standards so as to specify functional requirements instead of specific requirements calling in effect for "brand-name" equipment or systems.

Under the supervision of the Commission's patent expert, William H. Bauer, chief of technical section, Bureau of Law, questionnaires have been sent to a number of patent-holding companies and subsidiaries. Detailed information is sought in three divisions: FM and TV patents held for circuits, systems and tubes; licenses held by these firms or subsidiaries which are under FCC jurisdiction, and patents held which involve claims or descriptions that might be incorporated within the specifications of FCC technical standards.

Revisions Underway

Commission spokesmen indicated it was not known if the possible revisions in FM and TV standards would be included with the current revisions under way in both fields. The TV standards revision also concerns allocations and video applications that are being held up pending final action in the technical determinations [BROADCASTING, Oct. 4].

An initial survey of the patents in the FM field was made by FCC in 1940 at the time it established standards for that service. The following year the Commission did the same in the television field, when it issued the standards for TV. Overall survey of patents within radio, and especially those held by the Bell System, was made during the telephone investigation, conducted 1935-39. Details of the study were reported to Congress by the Commission in its annual report for 1939.

Since 1942 the patent-holding companies have been required to file semi-annual reports to the Commission on their patent licenses, contracts, inter-company and foreign agreements and other data.

Reports for the current survey have been supplied FCC by AT&T and its subsidiaries, Edwin H. Armstrong interests, Farnsworth Television and Radio Corp., General Electric Co., Philco Corp. and Westinghouse Electric Corp. Partial reports have been filed by Hazeltine Electronics Corp. and Raytheon Mfg. Corp. Included among those who have been requested to file data are Allen B. DuMont Labs., Federal Telephone & Radio Corp., Motorola, Phillips Labs., RCA and Zenith Radio Corp. All of the reports are expected to be returned by the end of the year, FCC indicated.

CKLW's 50 kw Power To Start About April 1

CKLW, 5 kw fulltime Windsor, Ont., outlet on 800 kc, has started construction of 50 kw transmitting equipment and expects to be on the air by April 1, 1949, with the increased power.

Mr. Campeau

J. E. Campeau, president of Western Ontario Broadcasting Co., CKLW licensee, and general manager of the station said all engineering equipment needed for the new operation has been purchased.

WHITE ROCK STARTS BIG N.Y. RADIO DRIVE

WHITE ROCK Corp., New York (sparkling water and ginger ale mixers), will start a heavy radio campaign in the New York metropolitan area as part of its holiday promotion. Its agency is Kenyon & Eckhardt, New York.

An extensive spot and chain break schedule will began early in November on leading New York stations. Station list is currently being made up. Contracts are for 52 weeks.

In addition the firm now sponsors George Bryan, CBS news, three times weekly on WCBS at 11 p.m. Tuesday, Thursday and Sunday. Martin Block's *Make Believe Ballroom* on WNEW is to carry a thrice-weekly schedule, effective Oct. 28 on the 6:45-7 p.m. period Tuesday, Thursday Saturday.

TYLER IS TO HEAD KFI-TV LOS ANGELES

HAAN J. TYLER, coordinator of KFI-TV Los Angeles and program director of KFI, has been named manager of KFI-TV. Announcement came from William B. Ryan, general manager of the radio division of Earle C. Anthony Inc.

Mr. Tyler

Mr. Tyler will supervise all operations of the television station. He will report to Mr. Ryan, who will retain overall supervision of KFI-TV as well as KFI and KFI-FM. Mr. Tyler relinquishes his supervision of KFI and KFI-FM programming to concentrate all his efforts on the television station.

Pat Kelly, production manager of KFI, will take over station programming until a replacement is named for Mr. Tyler.

Freer to Resign As FTC Chairman

Plans to Re-enter Private Law Practice in Jan. 1949

ROBERT E. FREER, chairman of the Federal Trade Commission last Tuesday announced his intention to resign in order to re-enter private law practice Jan. 1, 1949. His formal resignation from the post, a political appointee position, is expected in December.

Mr. Freer

In announcing his plans, Mr. Freer, whose present term expires in September 1952, said he was "reluctant" to terminate his service at this time but that "financial security" dictated his decision. No political factor, weighed against the backdrop of national elections, was involved in his resignation, it was pointed out. Mr. Freer is said to be a Republican by voting preference.

The Commissioner originally was appointed to the bi-partisan FTC by President Roosevelt on Aug. 24, 1935, and confirmed by the U. S. Senate the same day. He was reappointed in 1938 and again in 1945. No successor has been named.

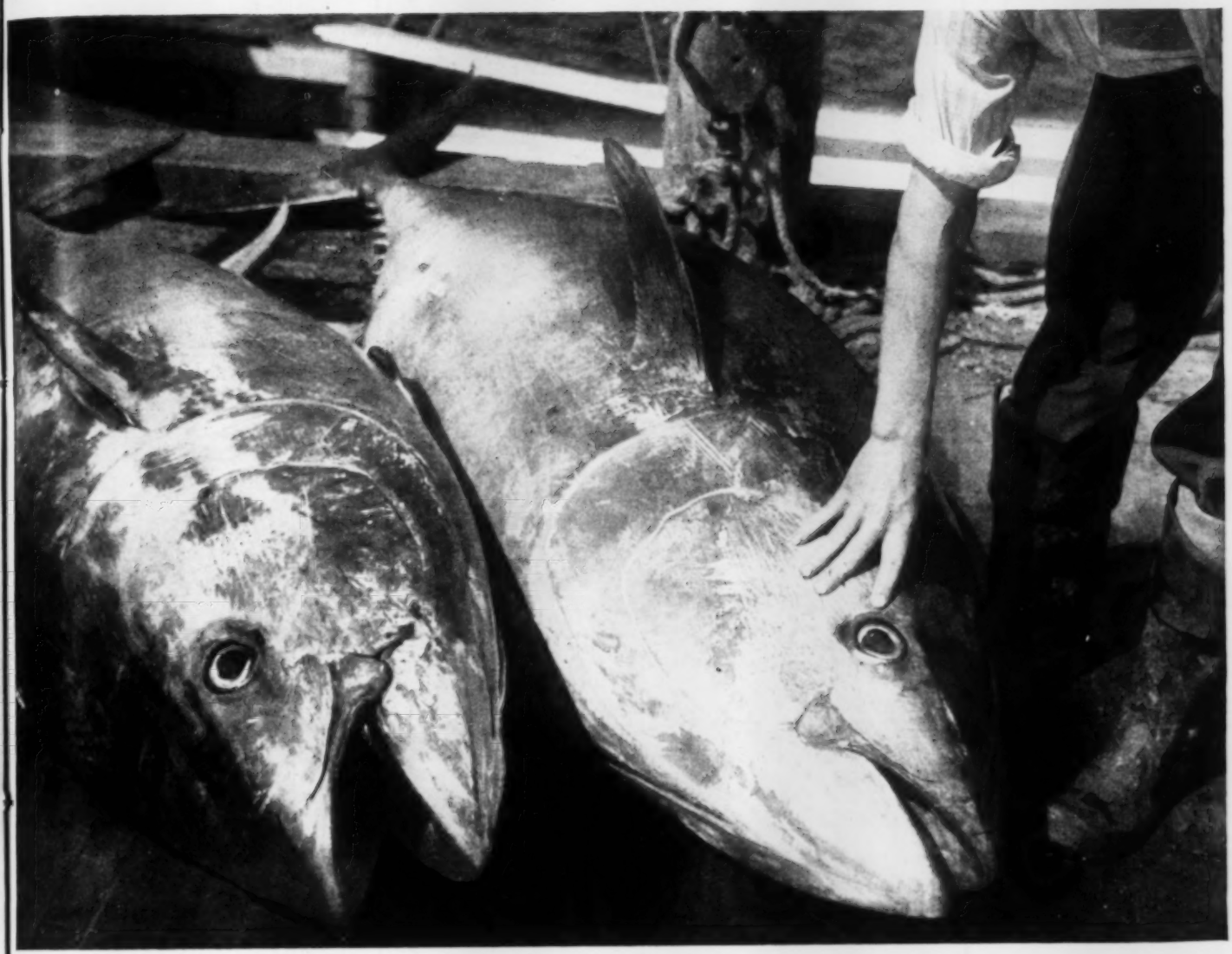
In his statement Mr. Freer criticized the inadequate remuneration for government service. "It should be unnecessary to labor the point," he stated, "that many government officials, especially those of us with family responsibilities, find it impracticable to continue in positions where a salary scale established many years ago—in 1914, for FTC commissioners—has remained unchanged in the face of 1948 living costs."

A native of Cincinnati, the Commissioner has long been active in educational and bar association circles. He formerly was president of the Federal Bar Assn., and is a member of the bar of Ohio, D. C. and Virginia. He practiced law in Cincinnati during 1917 and from 1919 to 1925 when he became an attorney for the Interstate Commerce Commission. In 1935 Mr. Freer served as special counsel for the U. S. Senate Committee on Interstate Commerce.

FM Battery, Auto Sets Face Increasing Demand

INCREASING demand for FM auto receivers and battery-operated portables is forecast by Bill Bailey, FM Assn. executive director. In a message to manufacturer members last week, he said an FMA survey showed demand for auto sets in 35 cities having FM stations.

Battery sets are in demand in 75 cities, according to the survey, with continued requests for low-cost AM-FM table models as well as straight FM receivers under $50.



Fisherman's Luck

These twin beauties have just been hauled onto the dock after a big day of tuna fishing. Sometimes, when luck is running good, as many as fifty of these giant fish are captured in one day.

But time buyers don't have to depend on luck in picking radio stations—not in Baltimore, anyway. Here there is one big bargain buy. It's W·I·T·H, the BIG independent with the big audience.

W·I·T·H delivers more listeners-per-dollar than any other station in this rich city, the nation's sixth largest market. W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for a station that produces low-cost sales in Baltimore, call in your Headley-Reed man and get the full W·I·T·H story today!

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

We are pleased
to announce the
appointment of

Adam J. Young Jr., Inc.

• NEW YORK
• CHICAGO
• SAN FRANCISCO
• LOS ANGELES

as National Representatives
for this Station

The Voice of South-Central Pennsylvania

1250 KC — 1000 WATTS

AM — FM

JOHN O. BORDER
COMMERCIAL MANAGER

LOWELL W. WILLIAMS
GENERAL MANAGER

RADIO STATION WNOW
YORK 2, PENNSYLVANIA

FCC ON GIVEAWAYS

Proposal Adoption Appears Likely

EARLY ADOPTION of FCC's proposed rules against giveaway programs—but probably in a modified form—appeared likely last week.

Observers also thought the Commission might, in addition, seek Congressional action to amplify the existing law against lottery broadcasts, under which it issued the proposed rules [BROADCASTING, Aug. 9].

Despite strong industry arguments during the hearing [BROADCASTING, Oct. 25], the Commission did not appear convinced that it lacks authority to set up such regulations.

Several members seemed more inclined to follow the plan suggested by former Chairman Paul A. Porter. Speaking as counsel for WITH Baltimore, Mr. Porter told FCC it should issue the rules even if it doubted its power to do so. Thus, he said, the question of authority can be settled in court.

In adopting final rules, FCC was regarded as almost certain to take some of the sting out of its original proposal.

There may also be clarifications to make plain that the regulations are directed against audience-buying programs and will not affect the normal giveaways whose participants are chosen solely from the studio audience.

As originally set up, the proposal would make any program a violation of the lottery law if the selection of a winner is "dependent in any manner upon lot or chance" and if, in addition, any one of the following conditions exists:

If the winner is required to furnish money or "thing of value" or to possess any product made or handled by any advertiser on the station; if the winner is required to be listening to the program or watching it on television; if the winner is required to answer any question whose answer (or aid in answering) is given on a program carried by the station; or if the winner is required to "answer the phone or write a letter, if the phone conversation or contents of the letter (or substance thereof) are broadcast by the station."

RCA Nine-Months Gross $256 Million

Up $31 Million Over 1947; Net Increase $2.8 Million

RCA and subsidiaries' total gross income from all sources amounted to $256,968,537 in the first nine months of 1948. Brig. Gen. David Sarnoff, president and chairman of the board of RCA, said last Friday that the figure compared with $224,982,605 in the same period in 1947, an increase of $31,985,932.

Net income after all charges and taxes was $15,128,783 for the first nine months of 1948, compared with $12,233,758 in 1947, an increase of $2,895,025. After payment of preferred dividends, net earnings applicable to the common stock for the first nine months of 1948 were 92c per share, compared with 71.1c per share in the first nine months of 1947.

WIP Philadelphia has received a citation for service in fire prevention from the Box 1776 Assn.

KEPO EL PASO SOLD BY H. J. GRIFFITH

KEPO El Paso, Tex., 5 kw ABC outlet on 690 kc, has been sold by H. J. Griffith, sole owner, to KEPO Inc. for total consideration in excess of $345,000. Mr. Griffith is president and 52.25% owner of KEPO Inc. and other stockholders comprise his associates in ownership of KWFT Wichita Falls, Tex.

In the application for FCC consent to the transfer, the following persons are reported to comprise KEPO Inc. in addition to Mr. Griffith: Kenyon Brown, president-general manager and 5% owner of KWFT and 11.11% owner of KGLC Miami, Okla., vice president and 0.25% owner; Agnes Doyle Rowley, 11.875% in KWFT, 11.625%; E. H. Rowley, president of Robb & Rowley United Inc. and affiliated companies operating theatres in Southwest, secretary-treasurer 0.25%; Frank M. Dowd, assistant secretary-treasurer; Mr. Rowley and C. V. Jones, trustees for E. H. Rowley Jr., holding 11.875%, same as in KWFT, and Messrs. Rowley and Jones as trustees for John H. Rowley, holding 11.875%, same as in KWFT.

Mr. Griffith holds 47.5% interest in KWFT, acquired by the group in late 1947 for $690,000 [BROADCASTING, Dec. 22, 1947].

9-Man Board Is Elected By WMOR (FM) Chicago

NINE-MAN board of directors was elected for the Metropolitan Radio Corp. of Chicago, operator of WMOR(FM) Chicago (formerly WBAR) at the annual stockholders' meeting last Tuesday. They are Ralph J. Wood, general manager; Sanford Wolff, Jules Pewowar, Bernard Miller, Herbert Krause, Paul Damai, Stephen Wood, Paul Sander and M. W. Kutchins.

WMOR, organized primarily by World War II veterans, is scheduled to take the air Jan. 1 on 102.7 mc (Channel 274) with 40 kw.

Ad Council Campaign

RADIO participation in the Advertising Council's national campaign for "a better public understanding of the American economic system," will get under way beginning Nov. 8, the Ad Council announced last week. On that date allocations for the drive, now called "The Miracle of America," start on the major networks, with regional spot allocations on local independent stations to begin Nov. 15.

MOVING MOUNTAINS

FOUR OF THE biggest elephants from RINGLING BROTHERS AND BARNUM & BAILEY CIRCUS went through their routine of tricks in WBAP-TV's main studio, October 10, 1948, for the FIRST such telecast in history

A few seconds after the above picture was taken, the heavy stars did headstands, rode piggy-back and lifted the trainer's wife high into the air for the Fort Worth-Dallas area television audience. They entered the studio through the station's famed "video lane" (see insert).

The station literally moved elephant mountains — one to a huge flatbed, 12-wheel truck — over a 5-mile course — to make this telecast possible.

WBAP-TV, the Southwest's FIRST television station, will continue moving mountains — (four legged or common variety)—to bring its viewers the "firsts" and the best in television.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS

ABC 570 Kc 5,000 watts
NBC 820 Kc 50,000 watts
Lone Star Chain
AM - FM - TV

Amon Carter, President
Harold Hough, Director
George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. *National Representatives*
Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

Col. Nussbaum Is Named Head of Air Force Radio

COL. HOWARD NUSSBAUM has been named chief of the Air Force radio section, public relations division. He replaces Art Force, who is now with Steve Hannegan Assoc. as account executive in charge of Electric Auto-lite account. Mr. Force is former ABC New York night news editor.

Col. Nussbaum was producer-director with NBC New York, prior to the war. He organized the AAF radio section in Washington, and was then assigned to the 8th Air Force as European Theatre radio officer. Later he became radio officer for Gen. Omar Bradley. After the war he joined ABC as production manager. Early this year he returned to active duty for a special mission to Greece.

TV DAY

Chicago Rotary Invites 1,000; Coy to Speak

TOP-LEVEL industry heads have been invited to a meeting in Chicago Nov. 16 when the city's Rotary Club sponsors "TV Day." More than 1,000 guests will hear FCC Chairman Wayne Coy speak on "The Potential of Television."

All Chicago television stations are cooperating in the special session, which will be in the form of a luncheon at the Sherman Hotel. Broadcast manufacturing leaders, stars of video and the screen and "Miss Television of 1948," elected at the recent National Television and Electrical Living Show in Chicago, will be introduced. New TV equipment will be exhibited in the hotel's main dining hall, and luncheon guests will watch on-the-spot televising by WGN-TV, *Chicago Tribune* station, and WNBQ, NBC's Midwest video outlet which is on the air now on a test basis.

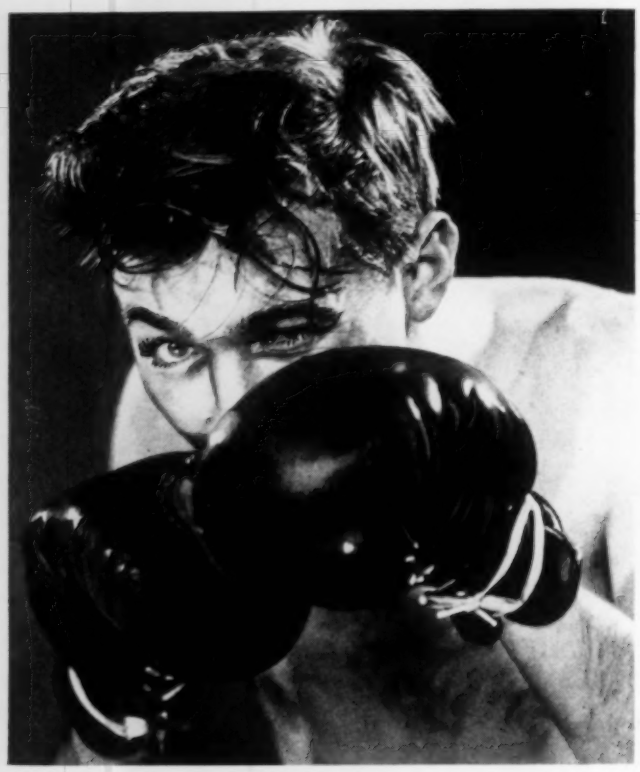
A special "jeep" studio, where persons may see themselves as the video camera does, will be installed by WGN-TV.

Mr. Coy is expected to be introduced by Niles Trammell, NBC persident. Other special guests who have made reservations are Charles Denny, NBC executive vice president; Comdr. Eugene F. McDonald of Zenith; J .S. Knowlson and Samuel Insull Jr., Stewart-Warner; Paul Galvin and W. H. Stellner, Motorola; Harold C. Mattes, Belmont Radio; E. S. Alschuler, Sentinel Radio, and L. M. Park and Seymour Mintz, Admiral.

I. E. Showerman, vice president of NBC's Central Division, worked out details of the project with other members of Chicago's Television Council—Capt. Bill Eddy of Television Assoc., former general manager of WBKB, Balaban & Katz video station; William McGuineas and Frank Schreiber, commercial and general manager of WGN-TV; John H. Norton Jr., ABC Central Division vice president; James Stirton, general manager of ABC's Central Division; Frank Falknor, general manager, and Erwin H. Shomo, commercial manager, WBBM; Ardien Rodner, president, and Don Faust, vice president, Television Advertising Productions, and John Balaban, manager of WBKB.

Wayne Williams, vice president and radio director of K. A. Shepard agency, director of Universal Recording Corp. and a member of the Rotary Club, is program chairman. The meeting will take place during National Radio and Television Week, although it is not being conducted in conjunction with it.

Give Punch to Your Sales in Nashville!



WSIX can give your sales the same extra punch that so many sponsors report from our 60 BMB counties. 1,321,400* people in that coverage area spent $654,888,000* last year in retail stores alone. Isn't that a market worth hitting? And WSIX can help you.

* *Projected from Sales Management May '48*

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC

National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Bartlett Named Manager Of Calif. Inland Group

PAUL R. BARTLETT, owner-operator of KERO Bakersfield and general manager of KRFE Fresno, has been appointed general manager of California Inland Broadcasting Co., licensee of KRFM (FM) Fresno and KTKC Visalia. J. E. Rodman, company president and board chairman, and also owner of KFRE, announced the appointment Oct. 26.

Mr. Bartlett

Mr. Bartlett will be particularly concerned with effecting merger of KTKC and KFRE and start of the KFRE 50 kw operation on 940 kc early next year. New 50 kw transmitting plant is nearing completion.

GE Profits

OPERATIONS of the General Electric Co. and its consolidated affiliates for the first nine months of this year resulted in a 34% increase in profits available for dividends over the corresponding period last year, President Charles E. Wilson revealed Oct. 22. Profits for the first nine months of 1948 were $83,893,459 as compared with $62,466,626 for that period in the preceding year. Earnings for the nine-month period this year were equivalent to 7.4 cents per dollar of sales and to $2.91 a share of common stock, compared with 6.8 cents on the sales dollar and $2.17 a share earned in the same period a year ago.

There's a lot more to it than this...

In fact, there's a complete story behind this picture. The man is a Weed & Company representative. He's almost always welcome wherever he goes . . . Why? There's a lot to it that doesn't show in a receptionist's friendly smile.

There's training and timing, associations and experience . . . There's a lot of knowledge backed up by a lot more hard work. Basically . . . there's the fact that he never wastes time. He means business . . . he talks business.

He *knows* specific markets like the back of his hand and he *talks* effective coverage in them. He *knows* how to get maximum results from every penny you spend for advertising . . . he *talks* Spot Radio.

Spot Radio is a highly complicated as well as a highly profitable medium. The expert knowledge required to use it correctly makes Weed and Company service indispensable to any radio advertiser.

Weed and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

Radiorama

CHARLES LUCKMAN (r), president of Lever Bros., receives the Republic of Italy's Star of Solidarity from Count Carlo Sforza, Italy's Foreign Minister. Presentation was made for Mr. Luckman's work as chairman of President Truman's Citizens Food Committee.

"OPERATION Little Vittles," originated by Lieut. Gale Halvorsen (l), is explained to Robert H. Hinckley, ABC vice president, during his three-week stay in Germany. The extra-curricular "Operation" includes dropping candy on Berlin by small parachutes.

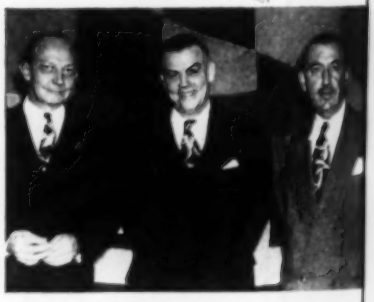
SUCCESS of new KMOX St. Louis 24-hour schedule is discussed by (l to r) Irving Victor, m.c. of *KMOX All Night Frolic;* Frank Stubbs, program manager, and Carter Ringlep, night manager.

ATTENDING Gannett Radio Group board meeting in Olean, N. Y., Oct. 21-22, are: (seated, l to r) Glover Delaney, manager, WTHT Hartford; Gunnar Wiig, manager, WHEC Rochester; Dale Taylor, manager, WENY Elmira; Paul Miller, head of Gannett Radio Group, Rochester; standing, Russell Wilde, manager, WABY Albany; John Henzel, manager, WHDL Olean; Bernard O'Brien, engineering consultant, WHEC; Max Everett, New York representative, and Robert Burow, WDAN Danville, Ill.

FRANK STANTON (l), president of CBS, discusses the problems of radio with FCC Comr. Edward Webster at a luncheon meeting of the Radio Executives Club Oct. 22.

CAPT. William C. Eddy (l), president of Television Assoc., Chicago, and visiting television expert, double-checks the video facilities of WBAP-TV Fort Worth. Capt. Eddy is shown here as he confers with Station Manager George Cranston.

THE SECOND in a series of dinners to acquaint timebuyers with the facilities of WFAS and WFAS-FM White Plains, N. Y., held Oct. 22, was attended by (l to r) Pat Sullivan, Headley-Reed; Jean Lawlor, SSC&B; Ed Devney, Headley-Reed; Penelope Simmons, Federal Adv.; Esther Ojala, DC&S; Helen Wilbur, DC&S; Chester Slaybaugh, Morse International; Fred Stoutland, BBDO; Bill Howard, Morse International; Carol Sleeper, DC&S; Chris Petrino, Sherman & Marquette; Genevieve Schubert, Ted Bates; Tom Lynch, Newell-Emmett; Mickey Hart, Sherman & Marquette; Mary Dunlavey, Pedlar & Ryan; Bob Reuschle, Headley-Reed; Maria White, Day, Duke & Tarleton; Bill Kennedy, BBDO; Charles Tanton, French & Preston; Bill Faber, Headley-Reed, and Jerome Harrison, French & Preston.



MARYLAND'S Gov. Lane (l) and Mayor D'Alessandro of Baltimore (r) were on hand to congratulate Ewell K. Jett, former FCC commissioner and now director of radio for WMAR Baltimore, when WMAR-TV celebrated its first anniversary Oct. 27.

EVERYONE at WCCO Minneapolis was happy during a get together of (l to r) Carl Ward, WCCO sales department; Merle Jones, WCCO manager; Hubbell Robinson, CBS program v.p.; Gene Wilkey, WCCO program director, and Bob Sutton, station production man.

BEN GROSS (third from left), New York radio columnist, is entertained at the Brown Derby in Hollywood by (l to r) Milton Samuel, Y&R; Lloyd Brownfield, CBS; Les Raddatz, NBC; Mark Finley, Mutual-Don Lee network and Bob Hall of ABC.

WWL

NEW ORLEANS

*1st in the Deep South ---Based on Latest Listener Diary Study!**

1. Biggest audience for every part of both day and night.

2. Biggest audience for the week as a whole—WWL wins by almost 3 to 1.

3. Biggest percentage of wins in all quarter-hours—WWL wins 87%—89.5% in daytime.

4. Biggest net audience for strip programs.

. . . and WWL's locally produced shows win virtually as large shares-of-audience as CBS and transcribed programs.

*Listener Diary Study made by Audience Surveys, Inc.—from accurate cross section of the 559,970 families in the 94 counties credited with 50% or better, day and night coverage (BMB). Ask to see the complete survey; your Katz Agency representative has it.

This is definite proof folks turn to **WWL** 1st NEW ORLEANS

A Department of Loyola University

WWL . . . 50,000 watts—High-power, low-cost coverage of the Deep South—dominating this new-rich market

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

DON'T TAKE A RISK ON CHANCE (Ky.)!

Maybe you're a wizard on *very* long shots. In that case you might want to take a radio risk on Chance (Ky.), or even on the rural parts of the State as a whole.

But the *one* sure thing in Kentucky, *believe* us, is the Louisville Trading Area. It's the winner every time. Why? Because the people in this Area *spend more dough and buy more radio-advertised products than all the rest of the folks in Kentucky combined.*

WAVE has a "direct wire(less)" into practically every radio home in the Louisville Trading Area —and darned little waste outside. WAVE gives you the best play for your money in this entire section. Wanna bet that the complete facts won't *convince* you? Ask Free & Peters!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Russian Attempts For Ultrafax Fail

Soviets' Request Authorization From RCA; Are Turned Down

ATTEMPTS by Russia to secure rights for the use of Ultrafax, RCA's new system of communications for transmitting a million words a minute [BROADCASTING, Oct. 25], have been fruitless, defense officials revealed last week.

RCA, defense officials disclosed, was approached by the Russians, with a request for authorization to set up an Ultrafax system ostensibly within the Soviet Union. The request for rights to the invention, which has great potential military application, was rejected by RCA. Defense authorities were immediately advised of the Russian bid.

Although full details are lacking, military authorities made it clear that the Russian proposal was refused for security reasons.

A major bottleneck in such huge military undertakings as the World War II Normandy invasion has been jammed communications. It is believed Ultrafax would reduce or eliminate this hazard. Ultrafax is designed to serve as a rapid communications system between battle fronts, rear areas and factories at home.

Potentialities of Ultrafax for military operations are presently being evaluated by Navy Communications and the Army Signal Corps.

During the public debut of Ultrafax, when it transmitted the 1,047 page volume of *Gone With the Wind* in two minutes, 21 seconds, a message was also sent via Ultrafax by Defense Secretary James Forrestal.

In the letter written to Brig. Gen. David Sarnoff, president and board chairman of RCA, and transmitted via Ultrafax, the defense chief pointed out that "in wartime, extra burdens are placed on the existing means of communications, transmitting combat information to and from the commanders in combat areas. Every step which improves the effectiveness of this network enhances the security of the nation."

East - Midwest Video Cable Is Completed

AT&T has laid the last link of coaxial cable between Philadelphia and Cleveland, completing the cable connections between the Midwest and East television networks.

The interconnection of the video chains awaits only the installation of plant equipment along the coaxial route, a project which is expected to be completed next January. The exact date on which East-Midwest television service will be available has not been announced.

WJZ New York received the N. J. State Fair Committee Award for the "Outstanding Farm Program on the Air." Phil Alampi, station's farm director, received award from George A. Hamid, president of N. J. State Fair.

Hereford's the Place

MARSHALL FORMBY, manager of KPAN Hereford, Tex., which took the air Aug. 4, wants to know how it's possible to convince people the station is at Hereford and not Canyon, Tex. Permit originally granted to Mr. Formby and his partner, John Blake, authorized them to build their 250 w daytimer at Canyon, but the permit was changed to Hereford early this year. Mr. Formby sent out postal cards telling of station's new address, but KPAN continued to receive much mail addressed to Canyon. At NAB District 13 meeting in Fort Worth Mr. Formby carefully registered as being from Hereford. But when registration lists identified him as manager of a Canyon station he gave up. Meekly he is still reminding people that KPAN is at Hereford, not Canyon.

Telecoin Corp. Forms TV Manufacturing Affiliate

TELECOIN Corp. ("Launderette" self-service laundry chain) has announced formation of a television manufacturing affiliate, Tele-Video Corp., at 241 Fairfield Ave, Upper Darby, Pa. Paul Weathers, former RCA Victor electronics expert, is president of the new company.

Tele-Video will make multiple-unit video systems for "hotels, schools, theatres, television stations, hospitals, large dwellings, cocktail lounges, and other institutions and locations," according to Eugene R. Farney, chairman of the Telecoin Corp. Board.

The units are to consist of "a master television receiving brain which will relay simultaneous pictures and sound to any number of outlets on the premises." Tele-Video systems will have an optional coin-operating attachment.

'Hopalong' to 26

TWENTY-SIX additional stations have purchased transcribed *Hopalong Cassidy* series of Commodore Productions and Artists, Hollywood, according to Walter White Jr., president and production manager. Stations include KOTA Rapid City, S. D.; WSTS Southern Pines, WDNC Durham, N. C.; WNOX Knoxville; WHBU Anderson, Ind.; WNEX Macon and WCON Atlanta; KDAC Ft. Bragg, KREO Indio, KROP Brawley, KWG Stockton, all Calif; KTAR Phoenix; KVOS Bellingham, Wash.; KOH Reno; KRES St. Joseph, Mo.; WLAP Lexington, Ky.; WPAG Ann Arbor, Mich.; CFRN Edmonton, Alberta, and seven additional as yet unnamed Canadian stations.

RESULTS COME EASY

When You Penetrate This TWO BILLION Dollar Market with KSO

● **IOWA FARM INCOME MORE THAN TWICE THE NATIONAL AVERAGE**
The total farm income for Iowa in 1947 was $2,381,086.00, an average per farm in Iowa of $11,396.00 compared to the U. S. Average of $5,203.00 per farm.

● **DES MOINES BUSINESS HITS RECORD — FIRST FOUR MONTHS OF 1948**
Total business for Des Moines as measured by individual bank debits reached $1,263,381.00, approximately twice the amount for any of the war years.

● **INDUSTRIAL PAYROLLS INCREASE IN DES MOINES**
Des Moines, with an industrial payroll of 17,000 is still on the way up and Des Moines is now in the midst of one of the largest construction programs it has ever experienced.

● **IOWA OUTRANKS TEN OTHER LEADING STATES IN FARM INCOME FOR 1947**
Iowa, with 208,934 farms, outranks these states in Farm Income: California, Texas, Illinois, Minnesota, Kansas, Nebraska, Missouri, Indiana, Ohio and Wisconsin.

● **THAT'S YOUR KSO MARKET IN IOWA**
Advertisers in this Des Moines-Central Iowa market have long valued the penetration, audience loyalty and result-producing power of KSO.

DES MOINES • 5000 WATTS

KSO

Basic Columbia Station for Central Iowa

MURPHY BROADCASTING COMPANY,
Kingsley H. Murphy, President
Headley-Reed Co., National Representatives

BMI *Pin-up Sheet*

HIT TUNES FOR NOVEMBER

BOUQUET OF ROSES (Hill & Range)
Eddy Arnold—Vic. 20-2806 — Rex Turner—Varsity 8001
Dick Haymes—Dec. 24506

CITY CALLED HEAVEN (Warren)
WORLD—Frankie Masters — ASSOCIATED—Joan Edwards
STANDARD—Walt Schumann — ASSOCIATED—Hunter James Choir
NBC THESAURUS—Shep Fields — NBC THESAURUS—Dick Leibert
LANG-WORTH—Ruby Elzy

COOL WATER (American)
CAPITOL—Tex Williams — STANDARD—Texas Jim Lewis
CAPITOL—Shug Fisher — NBC THESAURUS—Slim Bryant
LANG-WORTH—Cote Glee Club

CUANTO LE GUSTA (Peer)
Andrews Sisters—Carmen Miranda—Dec. 24479
Xavier Cugat—Col. 38239 — Jack Smith—Cap. 15280
Eve Young—Vic. 20-3077

DON'T BE SO MEAN TO BABY (Campbell)
Peggy Lee—Cap. 15159 — Duke Ellington—Col. 38295

HAIR OF GOLD, EYES OF BLUE (Mellin)
WORLD—Monica Lewis — WORLD—Red Gilliam

I WANT TO CRY (Excelsior)
Chris Cross—Sterling 4004 — Savannah Churchill—Manor 1129
Dinah Washington—Merc. 8082 — Phil Reed-Frank Picher—Dance-Tone 216
Snub Mosley Sextette—Spin 849

IN MY DREAMS (Wizell)
Vaughn Monroe——Vic. 20-3133

LONESOME (Republic)
Sammy Kaye—Vic. 20-3025

PLAY THE PLAYERA (Marks)
WORLD—Jose Morand — STANDARD—Eddie LeMar
NBC THESAURUS—Carlos Molina — STANDARD—Paul Carson
NBC THESAURUS—Salon Orchestra

RENDEZVOUS WITH A ROSE (Jay-Dee)
Buddy Clark—Col. 38314 — Bob Eberly—Dec. 24491
Pepper Nealy—Bullet 1056 — Dick Wong—D & D 45-1903
Pied Pipers—Cap. 15216 — Fred Gray—Apollo 1131
Don Rodney—MGM 10272 — Westonians—Sig. 1042
Bobby Worth—Castle 1258 — Snooky Lanson—Mer. 5188
Bob Stewart—Me-Ro 7469 — Walter Scheff—Spiro 3002

SUNDAY IN OLD SANTA FE (Penora)
Jose Morand—Vic. 26-9034 — Andy Russell—Cap. 15158
Xavier Cugat—Col. 38327

TUNE ON THE TIP OF MY HEART (Encore)
Sammy Kaye—Vic. 20-2746

WALKIN' WITH MY SHADOW (Johnstone-Montei)
CAPITOL—Hal Derwin & Frank DeVol — LANG-WORTH—Four Knights
STANDARD—Lawrence Welk — ASSOCIATED—Jerry Sears

WHEN YOU LEFT ME (Porgie)
Larry Green—Vic. 20-2049 — Russ Morgan—Dec. 24503

WHY DOES IT HAVE TO RAIN ON SUNDAY (Duchess)
STANDARD—Freddy Martin
NBC THESAURUS—Sweetwood Serenaders

WITH A TWIST OF THE WRIST (Patmar)
ASSOCIATED—Blue Barron — NBC THESAURUS—Cy Walter
ASSOCIATED—Bob Hannon — MacGREGOR—Henry King
STANDARD—Alvino Rey — WORLD—Floyd Sherman

YOU STARTED SOMETHING (BMI)
WORLD—Kay Little

YOU WALK BY (Cavalier)
NBC THESAURUS—Vincent Lopez — LANG-WORTH—Charlie Barnet
NBC THESAURUS—Allen Roth — LANG-WORTH—Tommy Reynolds
CAPITOL—Jan Garber — STANDARD—Henry Busse
CAPITOL—Clark Dennis — WORLD—Floyd Sherman
MacGREGOR—Two Kings & a Queen — ASSOCIATED—Isham Jones

YOU WERE ONLY FOOLIN' (Barron & Shapiro-Bernstein)
Blue Barron—MGM 10185 — Ink Spots—Dec. 24507
Kay Starr—Cap. 15226 — Eric Whitley—Col. 38323

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

WBAL-TV

Finds 52.4% of Baltimore Pubs Use Sets in Afternoon

A TELEPHONE survey made during the second week of WBAL-TV's afternoon programming revealed that 52.4% of the taverns and 15.4% of Baltimore homes had television receivers tuned in between 12 noon and 5 p.m. Harold See, WBAL's director of television, supervised the survey.

The *Hi-Jinks* program, now in its second week on WBAL-TV from 12:15 p.m. to 1 p. m., was being viewed by 17.8% of the homes called. Of other home owners contacted during the day, 19.4% said they tuned in *Hi-Jinks* consistently and 18.1% occasionally. *Television Matinee*, telecast 4 p.m. to 5 p.m., is viewed by 32.8% consistently and 21.8% occasionally. This program has been telecast for seven months.

Lowest rating was 7.7% for a music and still picture program. Announcement at the beginning of this program was to the effect that "You do not have to look at this program. It is designed so that you can listen to the music while doing your housework."

Television set owners who were not tuned in gave as reasons:

"Too busy with household chores and children."

"Didn't know the programs were on."

"Want more children's programs."

"Want more films."

"More domestic and cooking programs."

Many had praise and suggestions for specific afternoon programming.

WBAL-TV expects to continue cross-section surveys. A full schedule of afternoon programming beginning at 12 noon was instituted Oct. 18, 1948, and is being vigorously promoted with newspaper advertising, direct mail and announcements on the air.

HIGGINS TO LEAVE NAB FOR WMOA POST

HUGH M. P. HIGGINS, NAB assistant director of broadcast advertising, this week assumes the post of vice president and general manager of WMOA Marietta, Ohio. President and treasurer of WMOA is William G. Wells, deputy director of the Civil Aeronautics Adm., Washington.

Mr. Higgins was in charge of sales promotion during his three-year term at NAB. He is co-author of *Radio for Retailers* and author of many articles on promotion, including *Operation Traffic Flow*.

Before joining NAB Mr. Higgins was NBC sales promotion director in Washington. During the war he served in the Army Air Force and held a majority. His war work included public relations with the 20th Air Force, which dropped the atomic bomb.

GENE COOK of *Life* Magazine has been elected chairman of the Radio-Television Critics Circle of New York. Other officers are: Jerry Franken, *The Billboard*, vice-chairman; Paul Denis, *Post Home News*, secretary; and George Rosen, *Variety*, treasurer.

3 NEW FM (CLASS B) STATIONS APPROVED

CONSTRUCTION PERMITS for three new Class B FM stations were granted by FCC last week and two additional Class B CPs were issued in lieu of previous conditions to two existing stations. The new permits went to existing AM station operators.

University City Broadcasting Corp., owner of WKID Urbana, Ill., received CP for Channel 277 (103.3 mc) there with effective radiated power of 2.4 kw and antenna height above average terrain of 350 ft. FCC must approve use of the joint AM-FM antenna system.

Radio Station Des Moines Inc., owner of KWIM Des Moines, received CP for Channel 222 (92.3 mc) with 14 kw and antenna 270 ft.

Rutherford County Radio Inc., operator of WBBO Forest City, N. C., was granted CP for Channel 227 (93.3 mc) with 1.5 kw and antenna 345 ft. Technical conditions are also included in this grant.

Permits in lieu of previous conditions were authorized to WJEF-FM Grand Rapids, Mich., for Channel 229 (93.7 mc) with 550 kw and antenna 810 ft., and WLAV-FM Grand Rapids for Channel 245 (96.9 mc) with 50 kw and antenna height 450 ft. above average terrain.

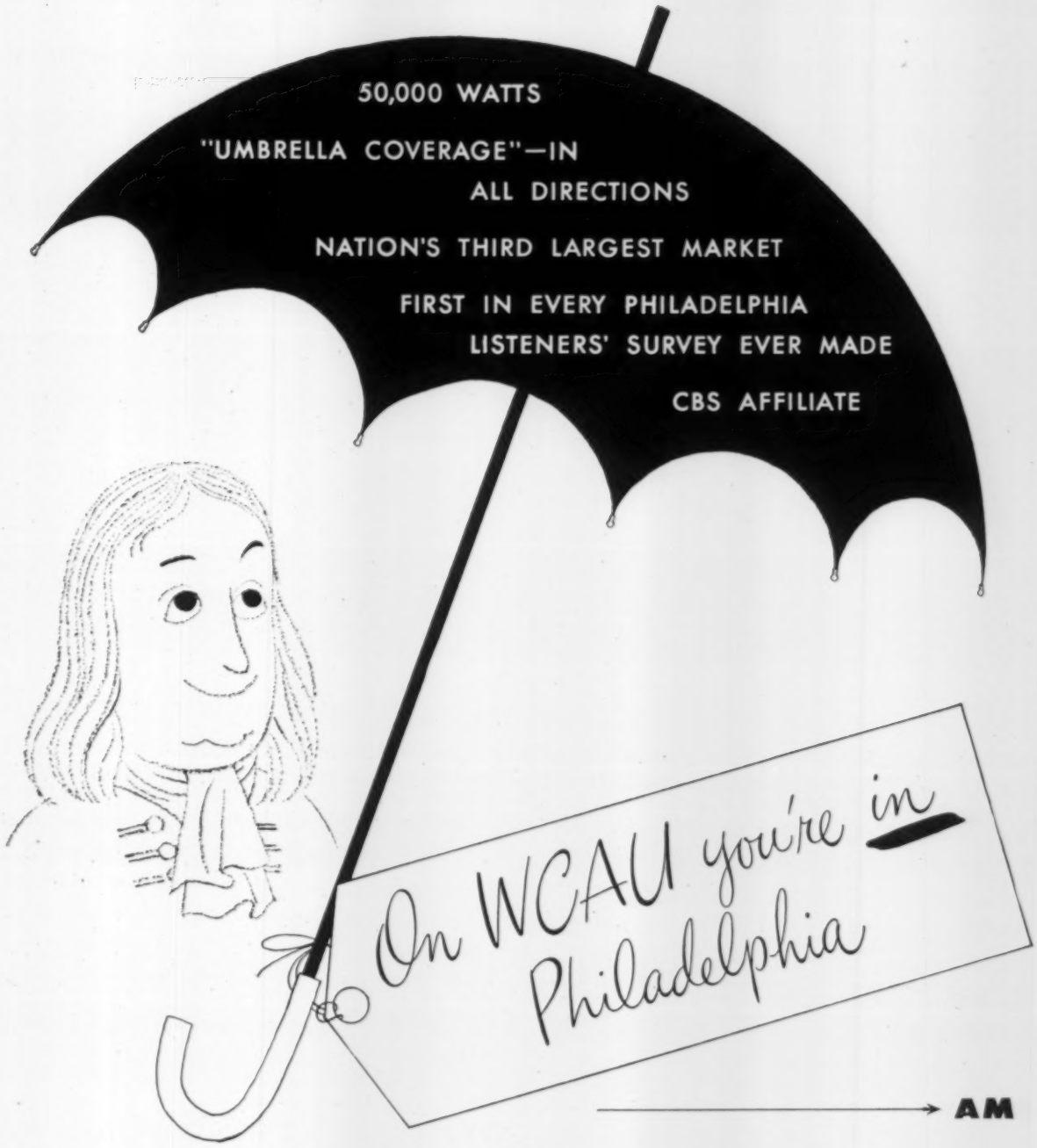
Foreign Tongue Stations Total 220, NAB Says

FOREIGN language broadcasting is carried by 220 stations, NAB announced last week on the basis of a survey conducted by Dr. Kenneth H. Baker, director of research. Returns were received from 1,077 AM and FM stations for September. A 1942 survey showed 205 foreign tongue stations. Another 150 stations claimed to have talent and/or audience for foreign language broadcasting.

NAB's survey lists foreign language broadcasting by states, cities and stations, classified by languages used. Most popular languages are Spanish, followed by Italian, German, Polish and French.

WPEN Ups Rates

RATE CARD number five, effective Nov. 15, has been issued by WPEN Philadelphia. One-minute spot and five, ten and 25 minute segments are raised in price. Rate for all Class C time, 11 p.m. to 7 a.m., is raised in every time length classification.


50,000 WATTS
"UMBRELLA COVERAGE"—IN ALL DIRECTIONS
NATION'S THIRD LARGEST MARKET
FIRST IN EVERY PHILADELPHIA LISTENERS' SURVEY EVER MADE
CBS AFFILIATE
On WCAU you're in Philadelphia

AM

TV

FM

FAX

THE PHILADELPHIA BULLETIN STATIONS

Represented by WCAU Sales Staff in Philadelphia and New York . . . elsewhere by RADIO SALES.

You needn't stoop to conquer VICTOR (IOWA)

It's a small market, sure . . . but it's not beneath the biggest advertiser. It's one of the 1,059 towns that dot the WMT (BMB) map . . . prosperous and industrious towns whose total buying power adds up to important money.

WMT offers a sure way to reach VICTOR—and Eastern Iowa. Exclusive CBS outlet in the area, technically fine 600 kc frequency, well-listened-to local farm and news programs, all contribute to WMT's dominance in this important farm-and-industry market. Ask the Katz man for full details.

WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

Junior Advertising Club Holds Panel on Inflation

A PANEL of four of the Junior Advertising Club of Philadelphia Oct. 21 discussed whether advertising has been a contributing factor of any importance in the present inflation. Occasion was the club's first annual dinner.

The panel included Walter D. Fuller, president of Curtis Publishing Co.; William L. Batt, president of SKF Industries; Edwin F. Thayer, publisher of *Tide*, and J. A. Livingston, financial columnist and economist.

Mr. Livingston thought advertising could be inflationary if it stimulated insurance and bond buying, but added that "advertising has been too marginal a factor in inflation to make me happy." Mr. Fuller viewed advertising as a weapon against inflation, declaring that it helps to shift demand from scarce goods to plentiful goods, thus helping to lower prices.

Moderator for the panel discussion was Jerome B. Gray, partner in Gray & Rogers, Philadelphia advertising agency.

Eastern Air Lines Film Booked by 17 TV Outlets

SEMI-DOCUMENTARY film, "Air Power Is Peace Power," produced by Jerry Fairbanks Productions for Eastern Air Lines, has been booked as a sustainer by 17 TV stations. Film depicts progress of aviation and features Capt. Eddie Rickenbacker calling for a strong coordinated striking force to repel aggressor nations.

Stations given permission to televise film include: WCBS-TV WPIX WJZ-TV New York; WMAR-TV Baltimore; WNAC-TV Boston; WCAU-TV WFIL-TV Philadelphia; WNHC-TV New Haven; WTVR-TV Richmond; WATV Newark; WENR Chicago; WAVE-TV Louisville; WBZ-TV Atlanta; WMAL-TV Washington; WBAP-TV Fort Worth; WBEN-TV Buffalo; KTSL Hollywood.

TV SET FOR EACH NEW DETROIT PROJECT HOME

ALBERT BUILDING Co., Detroit, will install a television set in each of the popular-priced homes the company is erecting in its Oak Park development.

The announcement was made in a letter to Harry Bannister, general manager of WWJ-TV, *Detroit News* video outlet, in which the building firm praised WWJ-TV for its "diversified TV programs."

Signed by Albert Winnick, an executive of the firm, the letter added: "It gives me great pleasure to make possible this contribution to television, as I feel no home should be without its pleasant as well as educational entertainment. Best wishes for your continued success in this great field of entertainment."

'NUF TO FROST YOU

'People Are Funny' Winner Gets Alaskan Glacier

PROVING beyond doubt that people are funny, in the colloquial sense of the word, the radio show of that name on Oct. 5 came up with a grand prize which, for sheer size, must be acknowledged as the pinnacle, to date, of radio giveaways.

People Are Funny gave away a glacier.

Rose Marie Beatty, of Charlestown, Ind., the lucky winner, was given a notarized deed to a hunk of ice, four miles long, one mile wide and a half a mile thick. Figured at average city prices for ice, 50 cents per 100 pounds, Miss Beatty's prize is worth about $73 billion.

It may be difficult for her, however, to realize the full commercial worth of her new frozen asset. The glacier is now located at Juneau, Alaska, and at its present rate of movement is not expected to reach the nearest market area in the United States before 15,000 A. D.

Never a man to let a gag stand by itself, Art Linkletter, m.c. of *People Are Funny* (NBC Tuesdays 10:30-11 p.m., sponsored by Brown & Williamson Tobacco Co.), told Miss Beatty that, although she owns the glacier, someone else owns the property it now occupies. The land owner wants her to take delivery of the ice cap within 30 days, an assignment which came as chilling news.

New Transcribed Series To Feature Pat O'Brien

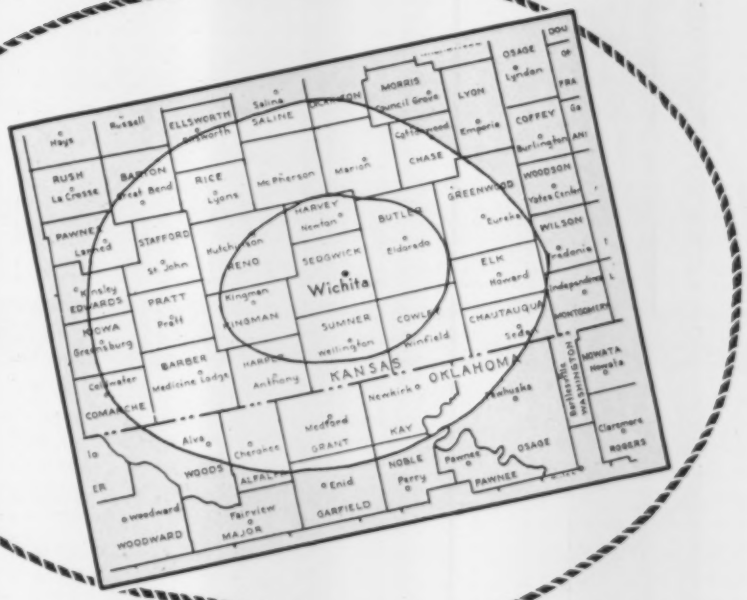
BROADCASTERS Program Syndicate, Hollywood, has signed Pat O'Brien, film actor, to star in a new quarter-hour, five times weekly transcribed series, *Pat O'Brien—From Inside Hollywood*. Series will be available to approximately 500 member stations under the firm's "cooperative program syndication plan" [BROADCASTING, Oct. 11].

With Mr. O'Brien handling commentary and interviews of top radio and film names, series will include Hollywood news and dramatized scenes from films in production. Bruce Eells & Assoc., administrator for the syndicate plan, said the series will be available to member stations by Dec. 15.

KPIX (TV) Readied

KPIX (TV), sister operation of KSFO San Francisco, is expected to take the air in early December, according to Philip G. Lasky, vice president and general manager of KSFO-KPIX (TV). The antenna for the video operation has been mounted atop the Hotel Mark Hopkins and TV cameras are currently being tested. Transmitter equipment will be housed on the 20th floor of the hotel and studios will be in the KSFO building annex of the hotel.

We've Got 'Em Covered



Now 5,000 Watts Day
1,000 Watts Night
1,480 Kilocycles

Partner, it's the FIRST — the No. 1 Market in Kansas we have COVERED — COMPLETELY COVERED. For your money you get delivery of the key NBC STATION IN Kansas . . . with thousands of new listeners . . . at the lowest cost per listener in these parts. A hustling, lusty market, outgrowing its breeches every few months. What a market! What a station! What a radio buy!

Represented by **TAYLOR - BORROFF & COMPANY, INC.**

KANS NBC

WICHITA, KANSAS

An Extra Cup
WSM
COFFEE
WSM
COFFEE

# of WSM Coffee!

For a surprisingly high percentage of 7½ million folks within reach of the WSM voice, there is an invisible, but potent, label to look for on the coffee they buy... the WSM label. To this big and rich market the favored brands are those which are WSM-advertised.

Whether your product is coffee or camphor, you'll find WSM is your best approach to high sales quotas in this prosperous Southern market.

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives
50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WSM
NASHVILLE

XUM

Editorial

Election and Principle

TOMORROW it will be all over.

A new national administration takes over next Jan. 20. From now until then there will be crystal-gazing on what will happen in radio regulation; whether there will be new faces on the FCC; whether Congress will enact a "ripper bill" which will pave the way for appointment of an entirely new Commission.

Today, however, the story is radio's handling of the biggest "special event" since V-J day. Some 3,000 transmitters—AM, FM and TV—are primed for the election coverage job. We have no doubt that it will be superbly done.

Since the conventions last June, politics have held sway on the air. It has been surprisingly smooth. There has been practically no shooting at radio for favoring one party or the other. Even on the state and local levels there has been a minimum of controversy. It would appear that radio has handled the task calmly and judiciously.

There's one facet of this election year that hasn't received the attention it deserves. WNYC, New York's municipal station, operates limited time on the 830 kc clear channel occupied by WCCO Minneapolis. For two dozen years it has received a special service authorization from the FCC to operate around the clock on election day. It wanted the same authority this year.

But the FCC last July decreed that henceforth it would grant no special service authorizations on clear channels. The reason was that people dependent upon clear channels for secondary service would be deprived of it.

The pressure started upon the FCC weeks ago. New York newspapers ran editorials demanding that WNYC be given the authority. There were calls from high places.

But the FCC stuck to its guns, 3-to-2, even though Comrs. Jones and Hannock, on the basis of consistency and years of precedent, voted to settle the argument and let WNYC, with its specialized local reporting system for the largest city in the world, do the job just once again. It is admittedly a fine service and WNYC admittedly is a fine station.

Chairman Coy refused to budge. So did Comrs. Hyde and Webster. They stand on principle. CBS, which owns WCCO, would probably interpose no serious objection, since it has always acquiesced in past elections. The majority isn't making this a *cause celebre*. They simply won't compromise with principle. We applaud the majority. WNYC can and probably will make other arrangements. The fact that it is a non-commercial, municipally-owned station doesn't change its regulatory status. It can arrange with any one of a dozen New York metropolitan area stations to carry the election returns it compiles. It can get a credit line. Those who would listen to its election broadcasts would listen to WNEW or WOV or WMGM or WMCA or WINS.

If WNYC wants fulltime, let it apply for the facilities and fight its own battle. It deserves no special privilege because it is city-owned. Indeed, as a municipal station it should be a stickler for having the letter of the Federal law adhered to by the FCC. It should be above asking for a derogation of the regulations.

The Golub Report

THE GOLUB REPORT on the FCC (see separate story, this issue) contains much to commend it. In particular, we think its analysis of FCC's overall policy planning puts the finger on a basic weakness which for too long has gone uncorrected.

After studying overall regulatory policies and objectives, Mr. William W. Golub, an investigator for the Hoover Commission and author of the report, concludes that FCC doesn't have any.

The conclusion is scarcely startling to those who have observed FCC operations on a day-to-day basis over a period of years. Yet Mr. Golub feels that on specific questions the Commission has demonstrated an ability to formulate sound policy when it once faces up to the task. He recommends that FCC temporarily forsake lesser business and concentrate on an "emergency short-range planning program" to "single out its objectives and the policy determinations required for their achievement."

That, of course, would be only one step. It would also be necessary to apply its policies uniformly—a factor which the Commission has not always considered compelling, as witness its undulating application of AM engineering standards, for example.

There are other recommendations in which we concur. We have long regarded the Commissioners' $10,000 salaries as too low; the $15,000 suggested by Mr. Golub is the minimum needed to attract and retain qualified members. We also agree that there should be changes in the Communications Act to provide "sanctions of lesser severity" for violations of the FCC regulatory policies. Increased attention to long-range planning—as in TV allocations currently—seems not only desirable but imperative.

Weaknesses in the Golub report come, for the most part, from the apparent fact that in gathering his information Mr. Golub relied almost exclusively upon FCC, its records and personnel. We cannot agree, for example, that the Commission has always been able to resist the political pressures to which it is subjected. Mr. Golub might have got a more penetrating and better balanced insight in many cases by consulting those who must live under FCC's rules and decisions.

The report, however, is preliminary. Prepared on direction of the Hoover Commission on the organization of the executive branch of the government, it reflects only the opinions of Mr. Golub as head of the investigating staff. The Hoover group's Committee on Regulatory Agencies, which will use it in preparing its own report, is privately soliciting comments from outside of government. The Hoover Commission itself will draw up the final report, which goes to Congress in early January.

Somewhere along the way, it is likely that someone will attempt to resurrect the proposal to lump FCC, the Interstate Commerce Commission, and assorted other agencies into a Dept. of Transportation and Communications. Such a plan would be unsound to the point of being dangerous. The varied regulatory philosophies represented by such divergent agencies cannot be pooled for administration by a single department. The philosophy of a free, competitive radio would be threatened. It is to Mr. Golub's credit—and one of the strengths of his report—that he envisions continuation of FCC as an independent agency.

Our Respects To—

GOAR MESTRE

ONE OF the prime movers of free radio in Latin America, and consequently one of Juan Peron's more bitter foes, is Goar Mestre, newly elected president of the Inter-American Assn. of Broadcasters.

An exponent of free radio long before he helped draft the IAAB resolution citing the lack of radio freedom in Argentina, Mr. Mestre operates the CMQ Network in Cuba, its originating station, CMQ, and two other stations in Havana.

Born 35 years ago in Santiago de Cuba, Mr. Mestre is the youngest of four children and a fourth generation Cuban. His father is in the wholesale drug business in Santiago.

Mr. Mestre is associated with his two brothers, Luis Augusto and Abel, in all their business enterprises which include, in addition to their radio holdings, three wholesale drug houses, a manufacturers representative and food manufacturing concern, plus an advertising agency. Angel Cambo is a partner in the Mestres radio interests and Arturo Chabau is sales manager of CMQ.

Until he was 13, Mr. Mestre received his education in Cuba. At that time he entered preparatory school in the U. S. and was graduated in 1932 from Chestnut Hill Academy, Philadelphia. Four years later he completed his education at Yale.

Upon graduation, Mr. Mestre joined the National Carbon Co., first in New York and later in Argentina. He returned to Cuba in 1939 and started the manufacturers representative and food manufacturing business. Publicidad Mestre y Cia, one of Cuba's most important advertising agencies, was founded by him in 1942 and a year later, with his brothers, Mr. Mestre bought controlling interest in the CMQ Network and its key station, CMQ Havana.

At present the network consists of seven stations, all of which are on a direct wire hook-up 18 hours a day. CMQ has its own studios; the other six stations take the programs from Havana for broadcast. These other stations are in Santa Clara, Camaguey, Holguin, Pinar del Rio, Santiago de Cuba and a 1 kw shortwave station beamed to Central America.

CMQ today is considered the number one radio organization in Cuba and, with the other competing network, controls about 90% of the

(Continued on page 50)

WANT TO REACH a *big* farm market . . at surprisingly *small* cost? Take a look, then, at the latest data on radio's oldest regularly scheduled farm service.. THE KDKA FARM HOUR.

In the 117 counties in KDKA's BMB daytime area, 1,044,713 people live on 258,035 farms. Their net income exceeds $478 million. They drive 198,845 cars, 84,580 trucks, 58,005 tractors. They purchase more than $144 million worth of feed annually.

These are but the highlights of a new survey on this popular Farm Hour. For the full story, see NBC Spot Sales or the KDKA Sales Department. You'll learn how to increase your sales in a great farm area through participations on this inexpensive 6 to 7 AM program!

One of 1,044,713

KDKA

Pittsburgh's 50,000 Watt NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • WBZ • WBZA • WOWO • KDKA • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

Management

J. LEONARD REINSCH, President Truman's radio advisor and manager-director of WHIO Dayton, Ohio; WSB Atlanta, Ga.; and WIOD Miami, Fla., is the author of "Speak to Success," appearing in the November issue of *Coronet*. In his article Mr. Reinsch gives certain rules that will enable anyone to improve his speaking voice, and cites examples of how Winston Churchill and Joan Crawford overcame their speech difficulties.

JAMES D. RUSSELL, technical director and part owner of WHIR Danville, Ky., has announced his retirement from active participation in station's management to devote his time to other interests. He becomes consulting engineer for WHIR, and retains his one-third interest in station. **HENRY C. LOVELL,** Mr. Russell's assistant, was named chief engineer to direct operations.

FREDERICK E. BIEBER, former assistant to the manager of WTHT Hartford, and manager of WLGR Torrington, Conn., is now with WHAY New Britain, Conn.

EDWIN T. MEREDITH JR., vice president of Meredith Publishing Co., Des Moines, was elected to the board of directors of Television Assoc., Chicago, Oct. 22. Television Assoc., a new company, is headed by **CAPT. W. C. EDDY,** former general manager of WBKB (TV) Chicago.

HOWARD HAUSMAN, CBS vice president and director of personnel relations, will conduct a "trial seminar" for the training of young executives of the network, starting later this month. Sessions will be held once a week at first. The goal is to teach junior CBS executives "how best to deal with the people with whom they work," according to Mr. Hausman.

Ears Are Ready

HEARING facilities of the nation's listeners will be in good shape for National Radio Week Nov. 14-20, according to W. B. McGill, chairman of the Radio Week committee and Westinghouse Radio Stations advertising director. Mr. McGill notes that Nov. 7-13 is National Hearing Week.

SURVEY FINDS DEWEY IS MORE TELEGENIC

GOVERNOR DEWEY looks better on television than President Truman, according to a survey of 600 Chicago set owners following telecasting of the candidates from Chicago Stadium last week.

Televiewers at 72% of the homes called by the Jay & Graham Research Organization expressed a preference for Mr. Dewey's picture "even though many admitted they were staunch Democrats," Allan Jay, partner in the firm, reported.

Every aspect of the Dewey appearance seemed to be carefully planned. His manuscript was placed at such an angle that when he did refer to it momentarily he still appeared to be talking directly to the crowd, one viewer said. President Truman, who spoke the night before Mr. Dewey, was handicapped by his glasses and the apparent need to follow his script continuously. He clutched his speech with his right hand, gesturing only with his left, respondents noted.

CONTEST

Local Committees Aid Jaycees

QUICK formation of local committees to conduct "Voice of Democracy" contests in cities lacking Junior Chamber of Commerce chapters has been started by the Jaycees.

With National Radio Week a fortnight off (Nov. 14-20), NAB has been receiving a large number of letters from school officials and pupils outside the 1,700 cities where the chamber has chapters. NAB is referring the letters to the chamber, which is encouraging mayors to name local committees of young businessmen to handle the contest locally.

Radio Mfrs. Assn. activity was at a peak last week, according to W. B. McGill, Westinghouse Radio Stations, who heads the RMA-NAB Radio Week Committee. As thousands of dealers worked on plans to hold open house during the week and use advertising media to contact the public, the number of organizations taking part in the project continued to increase.

Newest associations pledging their support are National Assn. of Music Merchants, National Electrical Retailers Assn., Television Broadcasters Assn., Radio Executives Club of New York, San Diego Bureau of Radio & Electrical Appliances, Central West Virginia Electric League, Electric League of Western Pennsylvania and Electrical League of Rhode Island.

Dealers and distributors have been given a total of 25,000 copies of the "Voice of Democracy" contest manual. Retailers are building promotion around the slogan "A Radio for Every Room—A Radio for Everyone." Advertisements call attention to postwar technical improvements in receivers and state, "Radios today are designed for every room in your home and reflect the intent of the radio industry toward better living."

Hayward Takes New Post With 'Inquirer' Stations

FRED HAYWARD, formerly general manager of KWSC Pullman, Wash., has been named director of advertising, promotion and public relations for the Philadelphia *Inquirer* stations. He succeeds James T. Quirk, who is now general manager of WKNA Charleston, W. Va.

Mr. Hayward

Mr. Hayward also will direct merchandising, publicity and special events for WFIL, WFIL-TV, WFIL-FM and WFIL Facsimile.

Prior to joining KWSC in 1946, he was officer-in-charge of seven 5 kw AEF stations in the Mediterranean Theatre of Operations. From 1940 until he entered the Army in 1942, he was with WBT Charlotte as assistant program director and later as production manager.

New AM Granted For Alliance, Neb.

NEW STANDARD station on 1490 kc, 250 w fulltime, was granted last week by FCC to Ben J. Sallows, Alliance, Neb., owner and editor of the Alliance *Times-Herald*. Estimated cost is $17,773.

WKST New Castle, Pa., was granted reinstatement of construction permit to increase power from 1 kw to 5 kw, operating fulltime on 1280 kc, with directional antenna at night. The CP originally had been authorized in October 1947 with technical conditions.

In other AM actions, the Commission set aside previous grants to two existing stations for modification of their directional arrays. FCC has designated the requests for hearing to determine issues of possible interference to other stations.

Upon petition of WSPD Toledo, Ohio, the Commission set aside its action of Jan. 16 granting application of WKJG Fort Wayne, Ind., for modification of permit to specify a directional array different from that specified in its original CP. The WSPD petition was set for hearing on Dec. 2.

Through the hearing the Commission will seek to determine whether the proposed operation of WKJG under its original permit would involve objectionable interference to WSPD. Another issue to be determined is whether the operation of WKJG under the modification of directional array would involve an increase of interference to WSPD.

FCC indicated it also is interested in the nature and extent of possible interference, the areas and populations affected and the availability of other broadcast services to such areas and populations. Both WKJG and WSPD were made parties to the proceeding. WSPD is licensed on 1370 kc with 5 kw and WKJG holds permit for 5 kw on 1380 kc.

Upon petition of WCAZ Carthage, Ill., the Commission set aside its grant of July 12 to WCFL Chicago for modification of license to change its daytime directional array. The WCFL application was designated for hearing and WCAZ was made a party. WCAZ is licensed on 990 kc with 1 kw daytime and WCFL is licensed on 1000 kc with 5 kw and holds CP for boost to 50 kw, directional fulltime.

Use of Measuring System Is Granted

Richards Will Utilize Gillett Interference Device

GLENN D. GILLETT, Washington consulting radio engineer, last week granted a license to the G. A. (Dick) Richards stations for use of his patented method for continuous measurement of distant station interference without shutting down the local facility. The system will be used in conjunction with WGAR Cleveland, WJR Detroit and KMPC Hollywood.

The system had been developed independently by the general engineering department of the Richards' stations and explained in a technical paper presented by Robert A. Fox at the engineering session of the last NAB convention in Los Angeles [BROADCASTING, May 24].

However, according to Mr. Gillett, it was discovered a fortnight before the convention that the system was "blanketed" by the Gillett system, patented in 1937. The license to the Richards stations is valid for the duration of the patent and the fee is said to be "subtantial."

Before the war the Gillett firm developed equipment and used the system in hearings before the Commission. The war somewhat retarded expansion of its use. Operating on the principle of a beat frequency method of measurement, the system can furnish a continuous record of co-channel interference to a given station, at any point within its service area, caused by one or more remote stations. The measurements can be made at any time and the station whose service area is being checked need not cease operation.

Mr. Gillett last week reaffirmed his statement made at the NAB session that his firm was willing to provide equipment for the tests or to license others to use the system.

TAYLOR SAYS RADIO SHOULD BE REALISTIC

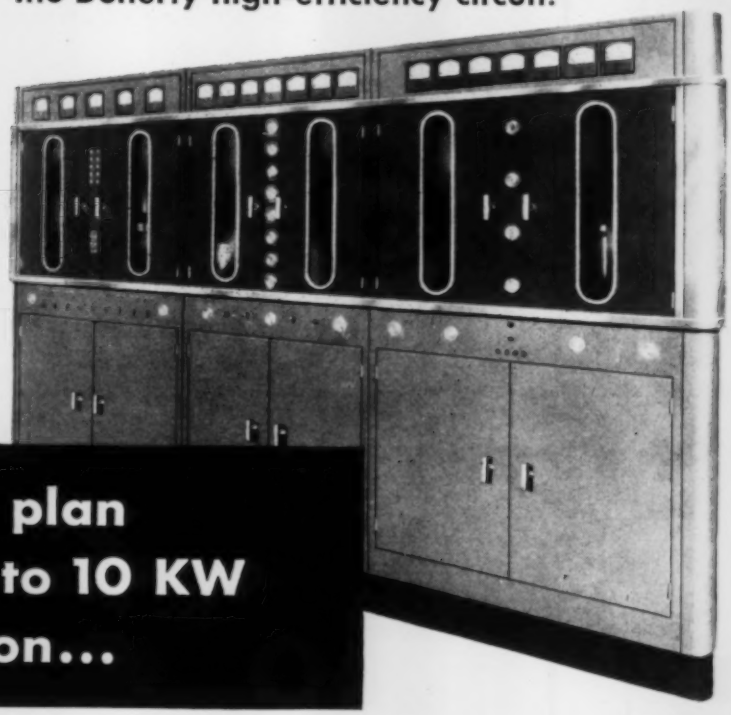
"RADIO should tell the true story of how little brotherhood exists in the country today, instead of telling how beautiful things might be," said Davidson Taylor, CBS vice president, at last Monday's session of the annual board meeting of the National Conference of Christians and Jews. Sessions were held Monday and Tuesday, Oct. 25 and 26, at the Waldorf-Astoria, New York.

"The NCCJ theme, of group prejudice as a national menace, has been treated on an allocation plan by the networks for years," Mr. Taylor said, "and many fine brotherhood programs have been presented."

Milton Biow, president of Biow Co., New York, participating in the same discussion, pointed out that brotherhood could be sold via advertising as well as any other idea.

If you want a 5 KW AM Transmitter right away...

. . . you can get immediate shipment from stock on the famous Western Electric 405B-2 utilizing the Doherty high-efficiency circuit.



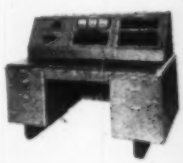
If you plan to step up to 10 KW later on...

...you can order a complete conversion kit for change-over in the field. Kits are available also to present users of the 405B-1 and 405B-2.

AUXILIARY EQUIPMENT FOR USE WITH THE 405B-2 5 KW TRANSMITTER

33C ANTENNA CONTROL UNIT
Identical in styling with the 405B-2 Transmitter, the 33C controls, under power, the relative magnitude and phase relation of the element currents in a two-tower antenna system. 34A Antenna Phase Control Units may be added for control of a larger number of towers.

CONTROL DESK
Incorporates volume indicator panel, monitor amplifier, meter panel, audio line and announce control panel, power switch panels for controlling transmitter circuits.



When you buy a Western Electric 405B-2 5 kw AM Transmitter, you get these outstanding advantages:

The Doherty *high-efficiency* circuit permits attainment of *extremely low* noise, harmonic distortion and intermodulation distortion. The negligible carrier shift assures full utilization of assigned carrier power.

With low level modulation, no damage will result if the transmitter should be heavily overmodulated with either interrupted or continuous tone at any audio frequency, *even for extended periods.*

Compact design permits installation in relatively small space. Modern styling harmonizes with any architectural treatment.

You get these—and many other features—when you buy a 405B-2. And . . . you can get one *without waiting*—convert it later to 10 kw if you step up your power! For full information, call your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

Western Electric
—QUALITY COUNTS—

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company.
IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Distributed by Graybar

Commercial

CHARLES M. BUTLER has been appointed sales representative of KRNT Des Moines. **PAUL M. ELLIOTT,** former local sales manager of the station, has been appointed commercial manager.

Mr. Baron

AMOS BARON has rejoined KECA Hollywood as sales manager. After leaving KECA originally, he joined KSDJ San Diego, in same capacity.

JAMES E. GOLDSMITH, formerly with Olian Adv., St. Louis, has joined commercial staff of KWK St. Louis.

CHARLES THACKER has joined sales department of KOME Tulsa, Okla.

TAYLOR-BORROFF & CO., representative, moves its Dallas offices to 315 Construction Bldg. Telephone RIverside 5663.

WILFRED GUENTHER has joined WQAM Miami, Fla., in sales and sales promotion.

HIZ-HIIZ Ciudad Trujillo, Dominican Republic, has appointed Melchor Guzman Co., New York, as its United States and Canadian representative.

ARMAND GRANT and **CLARK REYNOLDS** have joined WAAM (TV) Baltimore, as commercial manager and sales promotion manager respectively.

HARRY DANGERFIELD has resigned from KDKA Pittsburgh sales department to join M. B. Suydam division of Pittsburgh Plate Glass Co.

Respects

(Continued from page 46)

Cuban radio audience.

When CMQ was taken over by the Mestres, a policy of reducing advertising on the air by nearly 80% was adopted. He introduced the quarter-hour daytime serial—today one of Cuba's most popular forms of radio entertainment.

When Mr. Mestre took charge of CMQ five years ago, he was unable to use many of his programming ideas because of inadequate studio facilities. Consequently, as far back as February 1944, he started formulating plans for a project that would provide the network with greater studio space and the best audio equipment available anywhere.

At that time although there were only four studios at CMQ, 57 live programs daily were originated—filling 17 of the 18 broadcasting hours a day.

The new studios and offices of CMQ in Radiocentro, completed early this year [BROADCASTING, March 22], provide five times the previous usable space. There are now 11 studios, two of which have a seating capacity of 350.

The Radiocentro project itself took nearly four years to plan, finance and build. Mr. Mestre personally supervised the building. When completely finished the studios will have cost over $3 million. In addition to the radio facilities, which also include studios and offices for CMCB and CMBF, the building includes ten stories of offices, a 1,650-seat motion picture theatre, bank, drug store, book store, travel agency, fashion shop, automobile show room, grocery store, cable office, flower shop, beauty parlor and locations for several other stores.

The theatre has been leased to Warner Bros. and stage shows—produced by CMQ and using principally CMQ talent—are presented each week at Theatro Warner.

Studios in Radiocentro are equipped with the latest RCA equipment and represent one of the largest installations made by RCA outside the U. S. in the Western Hemisphere.

The growth of CMQ in the last five years, since Mr. Mestre took over, has been outstanding. Total gross revenue has grown threefold and there have been nine rate increases during that time.

CMQ employes total 528, including dramatic talent, musicians, announcers, producers, sound engineers and office personnel.

The CMQ Network owns all its stations outright and keeps them connected by over 750 miles of telephone lines running from one tip of the island to the other.

In addition to CMQ, Mr. Mestre owns Radio Reloj, S. A., and Radio Universal, S. A., in Havana.

Radio Reloj, inaugurated July 1, 1947, uses the call CMCB and broadcasts the time in connection with the National Observatory. The official time is given every minute on the minute from 6 a.m. to midnight, seven days a week.

Every minute of operation is divided as follows: 5 seconds for time signal, 25 seconds for spot announcements and 30 seconds for news and items of general interest. The public service offered by this station has been lauded by its listeners and CMCB holds exclusive rights from the government for this type transmission.

CMBF, Radio Universal, is a 5 kw operation, which broadcasts transcribed musical programs from 7 a.m. to midnight, daily. The station is true to its slogan, "Music and Only Music," offering the highest type of music, both classical and semi-classical.

Cuban radio programs, all of which are in Spanish, are patterned very closely after U. S. shows. The only difference is that Cubans prefer less subtle comedy and more dramatic entertainment. CMQ has an outstanding staff of producers, many of whom received part of their training in the U. S. Mr. Mestre supervises all programming at CMQ through a program committee over which he presides.

Since there are no radio bans or duopoly regulations in Cuba, station operation is almost entirely in the hands of the owner. Feeling this responsibility, Mr. Mestre presents a different type of "mood programming" on each of his three stations in Havana.

Goar Mestre has long exerted a powerful influence throughout Latin American radio circles. Last year he was vice chairman of IAAB, and sponsored a model radio law in Cuba. After the Peron-free radio incident, he helped stage a mammoth rally of all representatives of free radio in Cuba. The hour and a half rally of the Federacion de Radioemisores de Cuba (Cuban Assn. of Broadcasters) was carried on all 78 Cuban stations. Editorial broadcasts, which are not prohibited by law in Cuba, followed for several weeks on many stations to inform the people of the dangers of government controlled radio.

In recognition of his efforts in defense of democratic principles and the free expression of thought in hemisphere broadcasting, Mr. Mestre Oct. 8 was awarded the Medalla de La Habana (Medal of Havana), authorized by unanimous vote of the city's municipal council.

Texas Citrus Exchange Campaign to Start Jan. 1

TEXAS CITRUS Exchange, Weslaco, Tex., on or around Jan. 1, will start the first big campaign of recent years for TexaSweet grapefruit juice and Suresweet fresh grapefruit. Twenty Midwest and Southwest states will be covered. Radio spots will be used in major markets, cities and stations still to be selected.

Grant Advertising, Dallas and Weslaco offices, has been appointed agency to handle the account. Sam H. Hepworth, agency vice-president heading Dallas office, is executive.

Time's Up, Mr. Keane

AFTER NINE years of newscasting, Ed Keane of KGBS Harlingen, Tex., figured he could gauge his copy pretty well for his 15-minute news show. But a few Sunday mornings ago, as he picked up his last piece of copy, he saw that the studio clock showed six minutes to go. Grabbing frantically for more copy, he read everything from football scores to the mean annual rainfall. The clock still gave him six minutes. At this point, the man whose program was to follow held up a clock. Mr. Keane's show had already run three minutes into the next program. The studio clock, of course, had stopped.

C. M. Storm Co. Changes Name to Storm and Klein

CHARLES M. STORM Co., New York advertising agency, on Nov. 1 is changing its name to Storm & Klein Inc., Allston E. Storm, president of the agency, announced last Friday. Charles M. Storm will continue as chairman of the executive committee.

Edward Klein, executive vice president of Charles M. Storm Co. for 10 years, will continue in that capacity. The agency was founded in 1888 by Jules P. Storm, the father of Charles M. and Allston E. Storm.

SWANEY EXPANDS RADIO DEPARTMENT

RADIO department of the Morris F. Swaney Agency, New York, has been expanded as a result of the recent merged interests of that firm with the Henry A. Loudon Adv. Agency of Boston.

Heading the Swaney radio department is Earl G. Thomas, who held a similar post with the Loudon Agency in New York.

Four other Loudon executives who have joined Swaney are E. DeWitt Hill, former vice president in charge of the Loudon office, who has been appointed assistant to Mr. Swaney; Charles L. Funnell, a vice president and account executive with Loudon, now an account executive; Anthony G. Criscuoli and Harold D. McAneny, who have joined as production manager and account executive respectively.

Pamela Rolstron, formerly with international division of *Reader's Digest*, and Virginia Florio, free-lance writer, have joined the department as writers. Others will be added soon.

All time facilities are bought from the Swaney Chicago office, but all radio creative work is done in New York.

With the merger, five new accounts formerly handled by Loudon are now with Swaney.

New CBS Series Starts Nov. 8; Stanton Is Guest

FRANK STANTON, CBS president, will appear on *You and Television*, a new discussion series beginning on CBS Nov. 8.

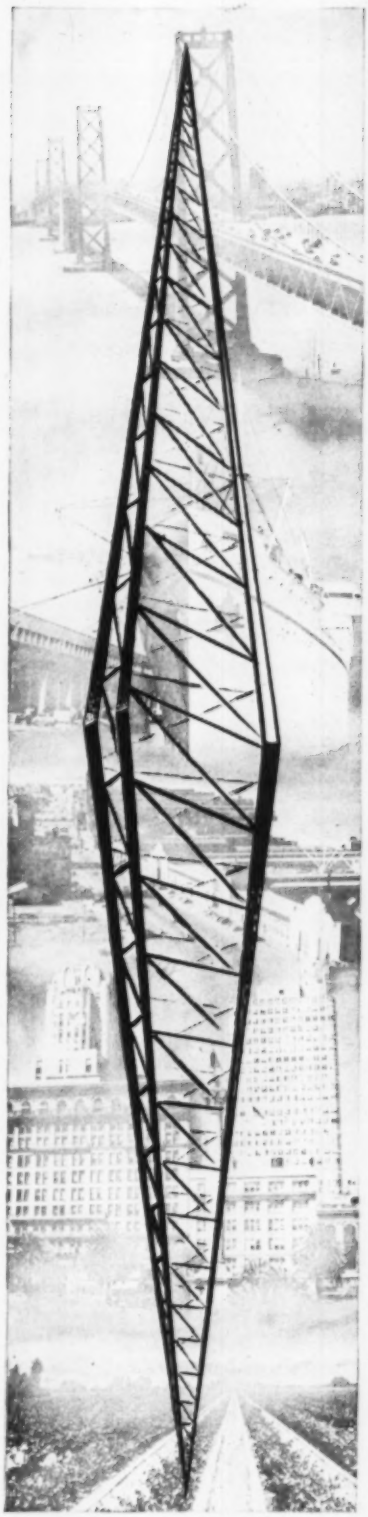
Mr. Stanton will be the first guest on the Monday-Friday, 6:15-6:30 p.m. series which will be called by the overall title *You and* . . . Television will be the subject of the first five broadcasts. Experts in the various fields under discussion will be interviewed by CBS staffers.

100-YEAR FORECAST
Harrington of WBBM Chicago Calls for Crystal Ball

JOHN HARRINGTON, WBBM Chicago newscaster and sportscaster, was in the market last week for a guaranteed-to-produce crystal ball.

William P. Howlett, vice president of Carl Byoir and Assoc. publicity firm, asked Mr. Harrington to describe what Chicago will look like in 2048 A.D. in just 100 words. The brief word picture will be buried this morning in a "time capsule" commemorating railroading's 100 years in the city. Capsule will be 15 feet underground at Kinzie and Canal Sts., site of Chicago's first railway depot. Statements from radio commentators will be buried also.

Thirty-two railroads have prepared mementoes which "freeze" railroading as it exists in Chicago today for the benefit of future generations. The capsule, a misnomer, is a two-ton cube.



KGO

puts more power in your sales message!

KGO's new 50,000-watt output gives your radio advertising more power where it does the most good—where the most people live and listen. Nearly 70% of all Northern California's radio homes are in the Metropolitan Bay Area. KGO, with its increased power and directional antenna, saturates this area with a signal equal to that of a 100,000-watt transmitter! Directional transmission avoids waste over the Pacific Ocean and the Sierra mountains. It focuses your message right on the people you want to talk to.

But besides adding power in the big-market section, KGO's new strength multiplies its coverage. Now its area of dominant signal strength is *three times larger* than ever before. And mail responses to nighttime programs come in from fantastic distances—as far away as Alaska! Letters prove a listenable signal in seven Western states and part of Canada, in addition to 51 of California's 58 counties. When your advertising message rides that signal, it's going places!

Your sales story can find a big, ready-made audience on one of these popular programs:

1. Michael Shayne 10:15 pm Mondays. Fast action, thrills, drama, seasoned with humor. Scripted by Larry Marcus, whom critics call one of the best in the mystery business. Follows Richfield Reporter.

2. Philo Vance 10:15 pm Thursdays. S.S. Van Dyne's urbane crime-solver, with his old companions District Attorney Markham and Sergeant Heath, is proving one of radio's most popular sleuths. Follows Richfield Reporter.

3. Elmer Davis 6:15 pm Tuesday through Friday. Calm, dispassionate analysis of the news by one of the most respected reporters on the air. A co-op program at local rates with all the prestige of a full network show.

4. ABC Home Digest 6:30 am weekdays. John Harvey, veteran showman and storyteller, conducts this new KGO participating show. It's tailored for full family listening and soaring mail returns show its growing popularity.

Call the ABC spot sales office nearest you for information about any or all of these stations:

WJZ — New York 50,000 watts 770 kc
WENR — Chicago 50,000 watts 890 kc
KGO — San Francisco 50,000 watts 810 kc
KECA — Los Angeles 5,000 watts 790 kc
WXYZ — Detroit 5,000 watts 1270 kc
WMAL — Washington 5,000 watts 630 kc

ABC Pacific Network

ABC American Broadcasting Company

Feature

(Continued from page 18)

Moines' Paramount theatre when it outgrew the KRNT studios, ranges from 1,000 to 1,300, according to KRNT officials. The program's appeal, they say, lies in fun and singing, the lure of prizes, the desire to join, and ample opportunity for active participation.

The safety message is sugar-coated. It is put across by means of brief dramatizations, quiz and stunt sessions, awards for the best safety suggestion of the week, and similar devices. Salutes to the schools' honor safety patrol of the week and assignment of members to safety duty for the following week are regular features. The program has further appeal through the introduction each week of guests who are heroes to the youngsters.

Bill Riley, m. c. of the *Hey Bob Show*, makes extensive use of the Hey Bob dummy to get across the safety theme. When not appearing on the radio show or visiting the schools Hey Bob can be found at the Hey Bob Safety Legion headquarters.

The new program is an offshoot of KRNT's year-round traffic safety campaign and the 1948 intercity traffic safety contest initiated by WOW Omaha and KRNT.

For News of All Radio

SUBSCRIBE NOW!

BROADCASTING MAGAZINE HA 10
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please enter my subscription to BROADCASTING and the 1949 YEARBOOK.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

COURT CALLS

Fraudulent Time Sales Charges Face Two

NATHAN J. WARREN and William B. Steuer, principals in "United and General Broadcasting Companies," alleged to have engineered fraudulent radio time sales in the West, are scheduled to appear in court twice this month. They are due in San Francisco court for a preliminary hearing today (Nov. 1) on charges of defrauding a California steel firm of $11,000, and on Nov. 30 in Denver on charges of passing bad checks [BROADCASTING Aug. 30].

Mr. Warren, who is said to operate under the alias of Waxman, and Mr. Steuer, also known as Stevens, appeared in San Francisco's police court last Monday to answer charges brought by the Hyman Michaels Steel Co.

The pair reputedly purchased $12,780 worth of steel with a $1,000 deposit and then sold it to another concern for $8,880 cash, neglecting to pay the balance. When picked up by police, neither had the money.

NBC Inquiry

Both were picked up after investigation by the San Francisco Better Business Bureau as a result of an extensive NBC inquiry throughout the West concerning their activities in selling radio time to livestock breeders, usually on the network's *National Farm and Home Hour*.

Spots were said to have been sold for prices ranging from $245 to $385, with verbal promises that commercials would be aired on some of General Broadcasting Co.'s 167 stations, it is reported. There is no such legitimate enterprise in operation, and no spots are ever sold for the NBC program in this way, according to William Drips, network farm director.

After complaints from breeders reported to have been fleeced in Colorado, Nevada, California and Oregon, warnings were broadcast late in October from KGW Portland and KNBC San Francisco.

An accomplice, who escaped the same charge because he passed "short checks," is reported to have been operating with the two on the West Coast. His routine has been to contact breeders by telephone, offer them time on General Broadcasting Co., and send messengers by plane to have the contract signed and collect cash and checks, breeders told police.

The BBB reports that General Broadcasting attempted to join the business group when Messrs. Warren and Steuer first arrived in California, but that they were turned down.

Warnings against the fraudulent radio time sales have been issued in bulletins of the U. S. Dept. of Agriculture and in a letter from the State of Oregon to the U. of California.

On All Accounts

(Continued from page 23)

mer Margo Lapp—were married Jan. 28, 1939. They live in Manhattan, New York, and during the summers live in Rowayton, Conn., where they plan to build a home.

His hobbies include fishing, shooting and sailing, as well as sketching and water colors. He also collects paintings and unusual masks.

WSB-TV Becomes New ABC Affiliate

AFFILIATION of WSB-TV Atlanta with the ABC television network was announced last Tuesday by J. Leonard Reinsch, managing director of the station, and Mark Woods, president of ABC.

WSB-TV is also affiliated with the NBC video network. The station, on the air since Sept. 29, is on Channel 8 (180-186 mc).

The addition of WSB-TV gave ABC a total of 19 television outlets, 14 of them affiliates and five owned and operated by the network. Nine of the affiliates are on the air and three of the owned and operated stations are in operation.

Mr. Reinsch (l) and Mr. Woods complete the affiliation arrangements.

NRDGA Outlines Plan For Retail Competition

PLANS for the annual radio and newspaper advertising retailer contests sponsored by the National Retail Dry Goods Assn. were outlined last week by Howard P. Abrahams, manager of the association's sales promotion division and visual merchandising group.

The contests are scheduled to culminate when the NRDGA holds its yearly convention at New York's Hotel Pennsylvania, the week of Jan. 10. Full details and rules of the radio competition, which has been approved by the NAB, may be obtained by writing to Mr. Abrahams at the NRDGA, 100 W. 31st St., New York 1, N. Y.

Golub

(Continued from page 23)

of Commissioners for cause." Most Commissioners, he said, feel the President is already thus limited.

Mr. Golub advances several recommendations for changes in Commission procedures:

(1) Let the hearing examiners' recommended decisions take the place of the Commission's proposed decisions (FCC has pending a proposal of its own to institute this practice); (2) repeal the provision of the Act which prevents examiners from presiding over cases involving revocations, changes in policy, new radio developments and new kinds of frequency use; (3) establish rules specifying the periods of time after applications are received in which conflicting applications must be filed in order to warrant their consideration on a comparative basis."

The report also suggests that no change be made in the President's authority to allocate frequencies to government users, as currently handled by the Interdepartment Radio Advisory Committee.

Referring to the desirability of having the general counsel, chief engineer and chief accountant attached directly to the Commission, Mr. Golub notes that thus they may "provide assistance in the attainment of consistency in their specialized fields."

With respect to the need for "sanctions of lesser severity" that the Act now provides for broadcasters' violations of regulatory policies, he felt that "civil penalties or cease-and-desist orders, or both, should be satisfactory additional sanctions."

Mr. Golub, a private attorney who specializes in practice before the Securities & Exchange Commission, has spent several months in his study of FCC. He was familiar with the agency as a result of an earlier survey in which he participated on behalf of the so-called Attorney General's Committee.

The Hoover group's Committee on Regulatory Agencies, under whose supervision he is working, is composed of Robert R. Bowie, Harvard law professor, chairman; former Sen. Robert LaFollette, and Owen D. Young, former chairman of the board of General Electric Co., former Chairman of RCA, and now a director of ABC.

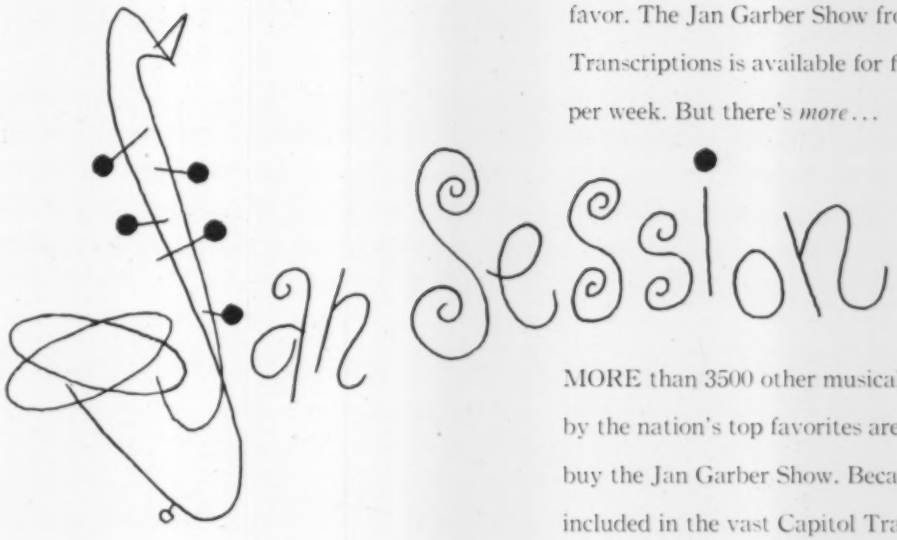
Philip Morris Net Sales Rise in 6-Month Period

PHILIP MORRIS & Co. last week reported a 28.8% increase in sales for the six months ending Sept. 30, 1948, over sales in a corresponding period last year.

The company reported that its domestic sales, $107,797,525, were the largest in its history. Total sales in the six-month period of 1948 were $111,466,484, compared with $86,538,545 in the same period of 1947.

JAN GARBER SHOW

Genial Jan Garber, "Idol of the Airlanes", has the special touch of musicianship that makes him a favorite with folks from 17 to 70. He has a knowing finger on the public's pulse, and continues through the years, high in popular favor. The Jan Garber Show from Capitol Transcriptions is available for five quarter hours per week. But there's *more*...



MORE than 3500 other musical selections by the nation's top favorites are yours when you buy the Jan Garber Show. Because *all* are included in the vast Capitol Transcriptions Library. Advertisers and their agencies will have a broad choice of network-quality programs tailor made for local use. Find out how easy – and inexpensive – this service is.

Send coupon below today.

Capitol
REG. U.S. PAT. OFF.
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS

Capitol Transcriptions
Sunset and Vine, Dept. B111
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name _____

Station _____ Position _____

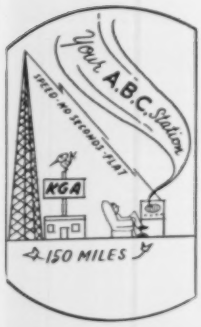
Street _____

City _____ State _____

IN THE Unique SPOKANE MARKET

Where Gross Buying Income Increased 16 per cent Over the preceding year.

From Data Copyrighted 1948 By Sales Management



KGA's 50,000 WATTS of Protected Persuasive Power

Extends and Increases the Market

Ask Any Petrie Man!

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

SMPE MEET

Theatre, Film Studio TV Progress Viewed

LATEST developments in theatre and film studio applications of television highlighted the 64th semi-annual convention of the Society of Motion Picture Engineers Oct. 25-29. Convention was held at Washington's Hotel Statler.

More than 500 scientists engineers and technicians attended the five-day meeting which included nine technical sessions.

Earl I. Sponable research director 20th Century-Fox Corp. was elected SMPE president succeeding Loren L. Ryder, effective June 1.

Awards for outstanding contributions in the field of motion picture engineering, were presented at a banquet Wednesday evening.

H. J. Schlafly of 20th Century-Fox, delivered the keynote in the television session, speaking on "Instantaneous Large Screen Television." He told members that TV's power as a medium lay in its spontaneity—enabling viewers to see events "as they happen"—and that the problem was not one of enjoyment but of the relative reactions of theatre and on-the-spot viewers. He emphasized that for lack of good programming content, a good picture is nullified.

Mr. Schlafly recalled that patrons at the Fox Theatre in Philadelphia, where 20th Century-Fox and RCA last June installed instantaneous projection TV, displayed at first mild enthusiam, then complete absorption and finally rose excitedly to their feet. (Telecast was that of the Louis-Walcott fight.) He went on to detail problems of installation.

Another paper, presented by Richard Hodgson, of Paramount Pictures, traced the development and performance of the theatre TV system now being used by Paramount. He pointed out that Paramount had entered two of the three doors open to potential operators of TV enterprises—stations (in Chicago and Los Angeles) and theatres.

It had chosen the intermediate film method, he said, because it proved flexible by integration into theatre operations. Mr. Hodgson showed film samples in describing the system.

Ralph V. Little of RCA Victor Division, reviewed the art of photographing images from a TV kinescope, indicating applications which may be used of motion pictures taken off the end of a cathode tube. He said a special television monitor had been developed to produce video images suitable for photographic purposes. These are being applied to the recording of TV pictures for rebroadcast or for rapid processing and reproduction in standard theatre projection equipment. Kinescopic recordings are growing increasingly important in the video picture, he reminded, especially as utilized by networks.

TV Recording Cameras

A 16mm television recording camera, developed by John M. Wall, John M. Wall Inc., and designed to minimize the problem of reconciling TV and motion picture speeds, was described by Mr. Wall.

A new photographic sound recording method, pointing to extensive use in the television and 16mm field, was described by C. R. Keith, Western Electric Co. The process, which omits the customary negative step in sound-on-film recording and details other improvements, results in less distortion and higher film output, it was pointed out. Also shown was a new Western Electric re-recording machine developed to give 16mm performance comparable to its 35mm counterpart. Coordination of 35mm and 16mm sound reproducing characteristics was discussed.

Both Western and RCA Victor Division described disc recorders designed for synchronous operation in connection with motion picture film photography.

JOHNSTON LAUDS 'VOICE' OPERATIONS

HOPE that Congress in the next session will lend "encouragement" to the International Broadcasting Division's "Voice of America" operations was voiced last Monday by Eric Johnston, president of the Motion Picture Assn. and code administrator. He spoke at a luncheon opening the 64th semi-annual convention of the Society of Motion Picture Engineers in Washington's Statler Hotel.

Mr. Johnston, who last month returned from a European tour during which he signed reciprocal film agreements with Soviet Union and Yugoslavia, told industry members "the only way to penetrate the 'Iron Curtain' is by radio and motion pictures—we can't do it by newspapers and periodicals."

He said that while in the U.S.S.R., he listened nightly to both Russian and English language broadcasts beamed by the U. S. and thought they are "effective and very ably prepared. We should encourage more 'Voices of Americas' and broadcasts," he asserted, "and I hope that Congress will do that in the next session."

PRESS NEWS Ltd., Toronto, radio subsidiary of Canadian Press, is now supplying its service to CHRC Quebec, CKBL Matane, Que., and CKOK Penticton, B. C. This brings to 81 the total of Canadian stations taking its service.

KIERULFF and Co., Los Angeles, and Motorola-Chicago tied for first place in Group 1 in Motorola's $50,000 Car Radio Sales Carnival. Most of the 72 distributor-entrants topped their 100% quotas, and car radio sales, as a result of the competition, and were 25% above normal for summer, according to William H. Kelley, general sales manager of firm.

'It's Your Life'

TOP medical men in Chicago have reportedly given their approval to the new daily radio series *It's Your Life*. Sponsored by Johnson & Johnson (medical supply house), the program will be heard at 11:15 a.m. on WMAQ Chicago. *It's Your Life* is produced and leased by the Chicago Industrial Health Assn. and features authentic tape recorded histories of Chicagoans' health problems. The show is written, narrated and supervised by Ben Parks, assisted by Don Herbert.

Results of Texas A & M Extension Survey Given

TEXAS A&M and Federal Extension have completed a study measuring the effectiveness of various types of extension work, including radio, in Lubbock County for 1947.

The study, which surveyed 336 rural families (94% of which reported radio service), found that women listeners to Extension radio programs represented 65% on KFYO and 44% on KSEL, two Lubbock stations. Male audience figure was placed at 48% and 40% respectively.

Queried about the "main sources of new ideas and aid," 44% of the farmers replied they were influenced by county agent radio talks. *Farm journals topped the list.* The survey noted the case for radio probably would have been "considerably stronger" if all types of programs—specifically RFD—had been included. Farm people also expressed a 70% preference for the airing of rural broadcasts during the 12 noon to 2 p.m. period.

DIXIE FM NETWORK EXTENDS PROGRAM

DIXIE FM Network, after a month's experimental operation as an 11-station hookup fed entirely by radio relay, voted last Monday at a meeting in Southern Pines, N. C., to continue permanently its daily feature *Carolina Report* The program is broadcast 7:15-7:30 p.m., Mondays through Fridays from Raleigh, Greensboro and Charlotte, highlighting news and developments in the state.

Fred Fletcher, president of the network, and manager of WRAL-FM Raleigh, said that beginning in January, special daily coverage of the North Carolina legislature also is planned. Director of *Carolina Report* is Ray A. Furr, managing director of WIST (FM) Charlotte. Other stations on the FM hookup are WFMY (FM) Greensboro; WBBB-FM Burlington; WSIC-FM Statesville; WSTP-FM Salisbury; WHPE-FM High Point; WGNC-TV Gastonia; WAIR-FM Winston-Salem; WGEC-FM Rocky Mount; WGBR-FM Goldsboro.

IN THE BATTLE FOR THE LISTENER'S EAR...

Here's increased coverage for your station!

with the new

LIMITING AMPLIFIER

FITS neatly into your audio cabinet—attractive, sturdy, quiet. But what a *wallop* it packs when you want attention from Mr. Big—the listener!

Based on engineering developments by CBS engineers, the Limiting Amplifier has been designed by General Electric to give you greater coverage and more potential listeners without changing your present transmitter or antenna.

For more information, call your nearest G-E broadcast equipment representative, or write us. *Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.*

MEMO TO STATION MANAGERS:

▶ Increases modulation and thus makes signal reach farther, sound clearer.

▶ Raises effective signal strength —this means increased coverage.

▶ Low installation cost—quickly, easily mounted in G-E Audio Cabinet Rack.

▶ In FM, too—protect your listeners against receiver distortion caused by transmitter overswing. Dynamic range, so important in FM, is maintained.

MEMO TO ENGINEERS:

▶ Increases average level of modulation as much as 8 to 10 db.

▶ Anticipatory circuit prevents overmodulation—even on the first half cycle of the overmodulation peak. Automatic recovery time improves program fidelity!

▶ Prevents distortion and adjacent channel splatter.

▶ G-E popular hinged panel construction—easy to get at.

▶ Vertical mounted for better ventilation.

G-E Limiting Amplifier at the 50,000 watt transmitter of WTOP, Washington, D. C.

You can put your confidence in—

GENERAL ELECTRIC

160-G2A-6914

KFDA
influences thousands of buyers in the Amarillo Market
SALES AT LOW COST!

Ask A JOHN E. PEARSON REPRESENTATIVE FOR THE LATEST KFDA DATA.

5000 WATTS–DAY
1000 WATTS–NIGHT

• The Station that has had outstanding Hoopers for years.

• The Station that believes in year-round promotion.

KFDA
A NUNN STATION

Howard P. Roberson, Manager
ABC Affiliate
Amarillo, Texas

WTVJ HEARING

Financial Backing Investigated

FINANCIAL BACKING of WTVJ (TV) Miami, whose construction permit was revoked by FCC on grounds of concealment of ownership [BROADCASTING, Aug. 2] was investigated last week in a hearing before FCC Vice Chairman Paul A. Walker in Miami.

Wometco Theatres (Wolfson-Meyer Theatre Enterprises), a local chain owned by Mitchell Wolfson and Sidney Meyer, agreed to take over control of the permittee, Southern Radio & Television Equipment Co., after E. N. Claughton, Miami theatre and real estate operator, withdrew his support, according to testimony.

Mitchell Wolfson, Wometco head, said his company had spent or obligated itself for $300,000 or more on behalf of the station, which was almost nearing completion when FCC issued its revocation order. He said no security had been obtained for the advances except for about $97,000 in personal notes of Robert G. Venn, who founded the permittee company.

Would Accept Status

Mr. Wolfson said his company is prepared to accept status as a creditor of WTVJ if its pending application for acquisition of the station is denied.

Events in the formation of the WTVJ permittee and its tie-up, if any, with WMIE Miami occupied the attention of FCC questioners. The permit for WMIE is held by Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp., but an application is pending for transfer to Sun Coast itself.

This is the story developed by FCC in the hearing:

Mr. Venn resigned as general manager of WGBS Miami Oct. 1, 1946, to form a television company. He organized Southern Radio & Television Equipment Co. with Mr. Claughton's backing. Mr. Venn was to put in $330 for a 66% interest; Mr. Claughton posted checks for $213,000 for which he was to receive a 33% interest. The remaining 1% was to go to E. J. Nelson, company attorney. No money was actually paid into the company.

Southern Radio's application (Channel 4) was granted March 1, 1947.

Claughton 'Disinterested'

About this time Mr. Claughton became "disinterested" in the project and notified Mr. Venn he intended to withdraw financial support. He asked that his posted checks be returned. Mr. Claughton testified he was motivated by belief the station would lose about $140,000 its first year.

Mr. Venn retained the checks uncashed for approximately a year while he sought new financial backing, testimony indicated. Meanwhile he was employed independently by the Wometco Theatres' interests to assist with their application for an AM station. While this was pending Mr. Venn discovered that a group of Cleveland and Coral Gables men, headed by Arthur W. McBride and Dan Sherby, owners of WINK Ft. Myer, were seeking an AM station on the same channel.

Mr. Venn said he served as "errand boy" in negotiations to get the two groups together. Result was formation of Sun Coast, in which McBride interests had 55%. Wometco took 9% in return for preliminary work and expense. Sun Coast won a grant and commenced operations last summer on 1140 kc with 10 kw day and 5 kw night. Mr. Venn became vice president and general manager.

WTVJ Financial Support

Mr. Venn also interested Wometco in taking over financial support for WTVJ, according to testimony, and the theatre chain began advancing funds to Southern Radio for construction and equipment. Agreement on a new corporate structure was reached and application for transfer of control was filed with FCC in March 1948. Meanwhile FCC apparently had discovered the negotiations, and in July, revoked the grant. Upon the permittee's request, the revocation was suspended pending hearing.

When the revocation order was issued, work on the station stopped. Most of the staff were given temporary jobs in the Wometco theatre setup pending the hearing and final decision.

Messrs. Venn and Wolfson were principal witnesses in the three-day hearing, which consolidated the revocation proceeding and the application for transfer of WTVJ to Wometco.

Mr. Wolfson's Wometco Theatres is one of the largest independent chains in the South, most of its holdings being concentrated in the Miami area. Mr. Wolfson is a former Mayor of Miami Beach. Business and political leaders testified in support of his Wometco application.

Harold Friedman, Miami radio technician, testifying on behalf of radio and television dealers and distributors, urged an early start of video broadcasting locally. He said dealers had more than a million dollars tied up in equipment and in training of technicians and salesmen. Miami, he said, has "television fever." Messrs. Wolfson and Venn said WTVJ could start broadcasting within two weeks after FCC authorization.

LEVINSON HONORED AT SMPE MEETING

COL. NATHAN LEVINSON, a pioneer in radio communications, last Wednesday was awarded the Samuel L. Warner Memorial Award for 1948 by the Society of Motion Picture Engineers at its 64th semi-annual convention in Washington (see separate story). Col. Levinson, technical director of Warner Bros., has been active in exploring possibilities of theatre television.

The citation recognized Col. Levinson's "long and successful career" in radio communications as well as in sound motion pictures and his "extremely important" role in the current "development of television for theatre use and as a tool for the production of motion pictures."

Presentation was made by Loren L. Ryder, SMPE president, to John Levinson, in his father's behalf. Mr. Ryder pointed out that Col. Levinson first interested Mr. Warner in the possibilities of the "talkies" and that he served as an engineer under Marconi.

SMPE also conferred 16 fellowship awards. Among recipients were Fred T. Albin and Glenn L. Dimmick of RCA Victor Div., and Thomas T. Goldsmith of DuMont Television Inc.

BIG ROUNDTABLE
WATG-WBOE Do Pick-up Switch Simultaneously

SUCCESSFUL PROGRAM tests of simultaneous broadcasts by two stations of each other's programs at the same instant have been reported by Fred Rosentreter, chief engineer of WATG (FM) Ashland, Ohio. WBOE (FM) Cleveland, Board of Education station, participated in the tests. The set-up will be used for roundtable discussions with participating members in Ashland and Cleveland, according to Robert M. Beer, WATG manager.

To present such a program it is necessary for participating parties to hear each other at all times, yet give the impression of a single sound source to listeners who may be tuned to either station.

From an engineering standpoint, Mr. Rosentreter reports, WATG links with WBOE and WBOE links with WATG for rebroadcast of each others' signal. This is accomplished by using highly directive antennas at considerable height. The signal is picked up on a laboratory receiver and fed into the respective master control consoles.

Since each station radiated its own signal twice—once from the originating station and again from the participating station—it was necessary to eliminate feed-back. This was done by a reduction of approximately five to seven db in input audio level at both transmitters. Although both stations were peaking at only 75% to 85% modulation, instead of 100%, the level reportedly is sufficient in FM to provide an excellent signal.

An Announcement and an Invitation

TO RADIO STATIONS

WITHIN the past few days, every radio station in the United States, Canada, Alaska, Puerto Rico, Hawaii, the Philippines, the Canal Zone, Australia, and New Zealand has been delivered a prospectus outlining the operation of the COOPERATIVE PROGRAM SYNDICATION PLAN.

CONCEIVED by, and now being operated for, stations themselves, this Plan—*the stations' own*—offers each subscriber a potential in excess of $20,000 worth of network-quality programs per week for not in excess of his national, one-time, class-A, quarter-hour rate per week.

FUNDS subscribed by the over 100 initial subscribers already guarantee delivery of at least three program series per week to every subscriber . . . each of the calibre of the first—the five-quarter-hour "PAT O'BRIEN—FROM INSIDE HOLLYWOOD" series, set for December 15th release. As additional subscribers are added, the fourth, fifth, and succeeding series will be produced.

THE to-date response to the Plan has been immediate and enthusiastic. 87% of the stations initially interviewed . . . subscribed! Since delivery of the prospectus, station subscriptions have mounted rapidly.

STATIONS are invited to participate wherever the exclusive has not already been taken. To acquire exclusive broadcast rights in your primary area, phone, write, wire immediately.

Cooperative Program Syndication Plan

BRUCE EELLS & ASSOCIATES
2217 Maravilla Drive • Hollywood 28, California
Phone: HOllywood 5869

BROADCASTERS PROGRAM SYNDICATE
COOPERATIVE PROGRAM SYNDICATION PLAN

Just a few of the typical markets and stations already subscribed:

WRR, Dallas	**WKGN**, Knoxville	**WFDF**, Flint	**KUTA**, Salt Lake City	**KOIN**, Portland
KOMA, Oklahoma City	**WRNL**, Richmond	**KABC**, San Antonio	**WKNX**, Saginaw	**KFBC**, Cheyenne
WDSU, New Orleans	**KROC**, Rochester	**KIOA**, Des Moines	**KXYZ**, Houston	**KLIX**, Twin Falls
WSAI, Cincinnati	**KFJZ**, Fort Worth	**KBMY**, Billings	**KGHF**, Pueblo	**CFRN**, Edmonton
KFDA, Amarillo	**WCON**, Atlanta	**KVET**, Austin	**KPOW**, Powell	**KJR**, Seattle
WAPI, Birmingham	**WFBM**, Indianapolis	**KSJB**, Jamestown	**CFCN**, Calgary	**CJOB**, Winnipeg

Tops with RADIO DIRECTORS

"I regard BROADCASTING's Yearbook as a most important reference source. All of us have a copy."

Carlos Franco

CARLOS FRANCO
Assoc. Radio Director
Young & Rubicam, Inc.
New York City

Tops with RADIO DIRECTOR

". . . and the more stations we consider, the more beat up the Yearbook becomes."

Ken Craig

KENNETH CRAIG
Radio Director
McCann-Erickson, Inc.
Chicago

Tops wit[illegible]

"The Yearbook is in a class by itself as the handiest and most complete reference on radio stations, personnel, advertisers, etc. I wouldn't want to be without it."

Jim McCormick

JIM McCORMICK
Radio and TV Director
The Meyers Company
Los Angeles

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
1949 YEARBOOK NUMBER

Wherever time is bought, the **YEARBOOK** *sells it.*

RESERVE SPACE NOW
Deadline
December 1st

ABC ON CODE

Giveaway Trade Mentions Held Commercial

ABC will charge against total commercial time allowances trade names and "unduly descriptive material" used in connection with prizes on giveaway shows, Mark Woods, ABC president, announced last Wednesday.

In a letter to advertisers and agencies, Mr. Woods reported that ABC had instituted several policy changes to conform to the NAB code, which for networks becomes effective Jan. 1.

Mr. Woods' letter listed the commercial time limitations for various program segments which are contained in the broadcasters' Standards of Practice and said ABC would abide by them.

Additionally, he wrote, "All copy pertaining to contests on radio programs, concerning the exploitation or sale of a sponsor's products or services" would be counted in the commercial time. He said this would include prizes for participants in "radio contests."

However, he pointed out, ABC does not regard its outstandingly successful *Stop the Music* which telephones listeners or *Bride and Groom* as contests. These programs, "on which a large number of prizes are awarded," are classified by ABC as audience participation or giveaway shows.

It is with respect to these that ABC will count as advertising "any unduly detailed descriptive material used in connection with the award as well as the trade name of those furnishing the prizes."

The letter did not make clear what ABC would interpret as "unduly detailed descriptive material."

Mr. Woods' letter was sent after discussion of ABC's policies by the network's Stations Advisory Commission meeting in New York.

FRIENDLY CITY

WHOB's Efforts Help Gardner Regain Title

SPARKED by the efforts of WHOB Gardner, Mass., that city is once again "The Friendly Town." Twenty years ago Gardner was host to the children of the New York *Herald Tribune's* Fresh Air Fund, then, for some reason, the project was dropped.

This past spring, however, the Fresh Air Fund wrote to R. Edward Johnson, production manager of WHOB, and he became interested in re-awakening the city's interest in playing host to the New York area children on their vacation. He invited the Gardner Council of Churches to sponsor the project. Things shifted into high gear when Rev. Edward Manning, minister of the First Unitarian Church, became chairman of the plan, working closely with WHOB.

The station broadcast numerous spot announcements and programs, both in behalf of the children finding places to stay. The children themselves appeared on several of the shows during their visit. The whole town planned affairs for their entertainment.

Now that the town is back to normal, with the Fresh Air Fund project adjudged a big success, the decision is practically unanimous to continue the plan in years to come.

OUTSIDE ACTIVITIES CUT BY TV FAMILIES

THE AVERAGE family owning a television set depends about one quarter less on outside entertainment than non-television families, according to a survey made public last Tuesday by Dr. Thomas E. Coffin, director of Hofstra College Television Research Bureau in Long Island, N. Y.

Effects of television set ownership on the average American family was described by Dr. Coffin at the television session at the 39th annual meeting of the Assn. of National Advertisers in New York Oct. 26. Findings of the research bureau were based on a survey last spring of 137 TV and 137 non-TV owners. Results, Dr. Coffin declared, "must be taken as suggestive rather than conclusive."

Television is also sharply realigning the amount of time given to competing activities within the home, Dr. Coffin said.

"The effect of owning a television set is to reduce the family's dependence upon entertainment outside the home by one quarter," Dr. Coffin asserted.

"Sports attendance," Dr. Coffin continued, "suffers only slightly. Movie-going and reading decline about one fifth. Other commercial entertainments drop off about one-third, while radio listening is cut nearly in half."

Elastic Patience

LOU CORBIN of WFBR Baltimore is now a regular member of that exclusive clique of mikemen who insist they can maintain their composure under the most disturbing circumstances. While emceeing his *Name It* show, in a local department store, he faced the acid test. Excited ladies were jammed close to his platform, competing for the floor as he was interviewing a contestant. Suddenly stung by a heavy blow on his toes, he looked down to see a little lad ready to deliver another strike with his toy hammer. Squelching a growl and a scowl he smiled serenely, he says, while the vexed mother removed her problem child. As if that weren't enough, a woman became so excited at a critical point in the broadcast that her child slipped out of her arms and fell on its head. But the emcee continued to maintain aplomb, the emcee said.

Moody Bible Institute's FM Outlet Set to Start

WMBI-FM, Moody Bible Institute station in Chicago, was being readied last week for a Nov. 1 debut with effective radiated power of 50 kw.

The non-commercial FM station, operating on 95.5 mc (Channel 238), will be on the air 13 hours daily (8 a.m.-9 p.m., CST). During daytime hours the schedule will duplicate that of WMBI. Antenna and transmission line were invented by WMBI's chief engineer, A. P. Frye. The antenna consists of 32 folded dipoles of copper pipe attached to four sides of the WMBI AM tower at intervals of seven and one-half feet. Transmitter site is at Addison, Ill., near Chicago.

things that make KGNC
the Tuned-in station throughout
the fabulous Panhandle...
Uncle Jay, through KGNC, has become practically an institution. The Trading Post, a 15-minute six a week program is Uncle Jay's main feature. It's a "country newspaper of the air."
KGNC
710 KC. AMARILLO, TEXAS 10,000 WATTS
Represented by TAYLOR-BORROFF & Co., Inc. • Member of the LONE STAR CHAIN

'VOICE' PIERCES CURTAIN

Escaped Soviet Flyers Attribute Desertion To State Dept. Broadcasts

A TESTIMONIAL to the American way of life, and in particular to the State Dept.'s "Voice of America" came to light Oct. 20 in the U. S. Army's disclosure that on Oct. 9 two Soviet air force officers flew the Curtain in a 600-mile flight from the Ukraine to the American zone in Austria.

The flyers attributed their desertion to the convincing quality of the "Voice," whose broadcasts inspired action on a venture planned for the past year. They were granted asylum under the U. S. flag as political refugees.

State Dept. officials found in the incident further proof that the American story was effectively piercing the Iron Curtain; the "Voice" was getting through.

The "Voice," however, had preferred to reserve comment for having driven the Soviets to desertion. Other than airing the actual news report, it omitted mention of its role. American news commentators, however, have not sidestepped the story's human-interest value. CBS' Lowell Thomas, in a midweek newscast, devoted considerable commentary to the "Voice" with respect to the incident. He said, in effect, that the deed should eliminate much of the skepticism that has hounded "Voice" operations.

Meanwhile, the number of Russian listeners picking up American "Voice" programs is mounting steadily, despite jamming by Soviet transmitters, according to George V. Allen, assistant secretary of state in charge of public affairs. Mr. Allen said last Wednesday on *Capitol Cloakroom*, a CBS question and answer interview program, that the State Dept. had singled out 18 transmitters in the U.S.S.R. attempting to jam programs beamed there. He added that while it wasn't "very healthy" to listen regularly, the number of Russian listeners had mounted to "at least" eight million.

Meanwhile the flyers—Lieut. Piotr Afanasnievic Pirogov and Lieut. Anatalya Porfirarich Barsof—showed a decided interest to "go to America, settle in America and become good American citizens"—according to a UP dispatch.

WNBQ'S FIRST LIVE PROGRAM SCHEDULED

WNBQ CHICAGO, new NBC video station, will present its first live programming Tuesday night. News Commentator Clifton Utley will appear before its cameras with a series of visual election analyses on state and local issues. Mr. Utley's remarks during the final five minutes of each half-hour will supplement a schedule of NBC election night telecasts carried to Chicago by Midwest coaxial cable from WNBK (TV) Cleveland.

WGN-TV, the *Chicago Tribune* video station, will have its cameras trained on Arthur Sears Henning and Walter Trohan of the *Tribune's* Washington Bureau and other political analysts as they write election stories. Films taken during election day by WGN-TV's newsreel staff will be telecast.

WBKB, the Balaban & Katz video station, will move three cameras into the Chicago Sun-Times Bldg. election night. One camera will be stationed on the ground floor promotion room where dozens of large blackboards will chart the returns. Another will eavesdrop on editors, rewrite men, and reporters in the city room, and a third will be set up inside the office of Managing Editor Marvin McCarthy.

Coverage for ABC's Midwest TV circuit will originate in the WENR-TV Chicago studios [BROADCASTING, Oct. 25] with five of the network's top commentators participating.

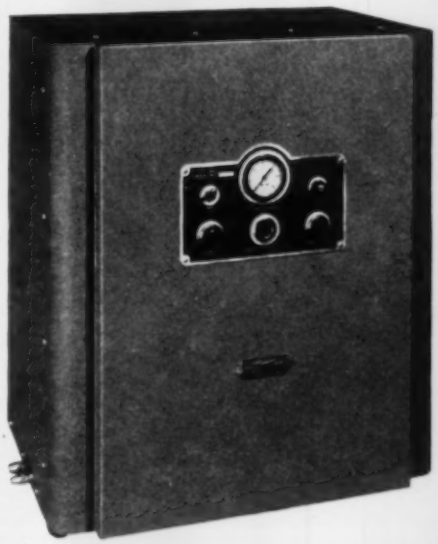
Safety Council Labels Auto TV as 'Suicidal'

A VIDEO SET installed in a car where it can distract the driver is "suicidal," it was agreed by participants in the traffic and transportation conference at the Annual Congress of the National Safety Council in Chicago Oct. 21.

"Keeping your eyes on the road and traffic ahead, behind and on both sides is the first essential of safe driving," the official report asserted. Comparing standard radios with TV sets, members agreed that "with extra caution, even a totally deaf man can drive safely, but a blind man cannot drive at all."

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

AN ENTIRELY NEW *Dependable* AUTOMATIC DEHYDRATOR BY *Andrew*



For pressurizing coaxial systems with dry air

WRITE FOR BULLETIN 85

Now, for the first time, here is an automatic dehydrator that operates at line pressure! This means, (1) longer life, and (2) less maintenance and replacement cost than any other automatic dehydrator.

Longer life because the compressor diaphragm operates at only 1/3 the pressure used in comparable units, vastly increasing the life of this vulnerable key part.

Reduced maintenance and replacement costs because new low pressure design eliminates many components.

Operation is completely automatic. Dehydrator delivers dry air to line when pressure drops to 10 PSI and stops when pressure reaches 15 PSI. After a total of 4 hours' running time on intermittent operation, the dry air supply is turned off and reactivation begins, continuing for 2 consecutive hours. Absorbed moisture is driven off as steam. Indicators show at a glance which operation the dehydrator is currently performing.

Output is 1¼ cubic feet per minute, enough to serve 700 feet of 6⅛" line; 2500 feet of 3⅛" line; 10,000 feet of 1⅝" line or 40,000 feet of ⅞" line. Installation is simple, requiring only a few moments.

Important! Not only is this new differently designed Andrew Automatic Dehydrator completely reliable, but it is available at a surprisingly low price.

Andrew CORPORATION
363 E. 75th STREET, CHICAGO 19
Eastern Office:
421 Seventh Avenue, New York City
ANDREW
TRANSMISSION LINES FOR AM, FM, TV. DIRECTIONAL ANTENNA EQUIPMENT. ANTENNA TUNING UNITS. TOWER LIGHTING EQUIPMENT. CONSULTING ENGINEERING SERVICE.

MAIL COUPON NOW!

MAIL COUPON NOW!

ANDREW CORPORATION, 363 E. 75th St., Chicago 19
Please send me Bulletin 85 describing the new Type 1900 Andrew Automatic Dehydrator.
Name
Title
Company
Address
City Zone State
B-11-1-48

NAB Sales Managers

(Continued from page 26)

applied to giveaway programs in which time is "bought" with merchandise to be awarded as prizes. Many of those donating their products buy advertising in other media, it was stated, the committee reminding that "you can't sell it if you give it away." The resolution urged all networks and stations to observe the Standards of Practice provisions which classify as commercial time any mention of products on giveaway programs.

The committee urged that agencies, advertisers and networks stop staging promotion contests in which prizes are awarded to stations doing the outstanding promotion job. These contests were adjudged unfair to other programs deserving of promotional attention.

Eliminate Hiatus Clauses

Hitting another hot problem, the committee called for formation of industry policy to eliminate summer "hiatus" periods in contracts. These discourage use of station and network facilities on a year-round basis, it was stated.

Furthermore it was held to undermine the foundations on which local and national advertisers set up their budgets and purchase radio time due to the fact that local advertisers are influenced by the example of large national sponsors. The practice hits station and industry income, the committee held, and "tends to discourage radio listening in general."

The political resolution urged stations "to make their facilities available to candidates for political office upon a basis similar to that at which such facilities are available to other." The rate should be no higher than the general published rate, it was held.

Suggestion was made that members of Congress and others in public life be notified of this recommendation.

The committee adopted a resolution praising the work of Hugh M. P. Higgins in the sales promotion division of the NAB Dept. of Broadcast Advertising and his solicitation for the All-Radio Presentation. Mr. Higgins has resigned to become manager of WMOA Marietta, Ohio.

Gordon Gray, WIP Philadelphia, subcommittee chairman, reported on progress of the All-Radio Presentation. The committee discussed the plan of Murray Carpenter, WPOR Portland, Me., for a million-dollar or even more elaborate industry promotion campaign on a par with those of other media.

A. D. Willard Jr., NAB executive vice president, discussed the operating problems created by cost increases, urging careful cost control by management.

Charles A. Batson, NAB staff executive, reviewed his study of television construction costs. J. Robert Gulick, WGAL Lancaster, Pa., and Lee Hart, NAB retail coordinator, reported on the NRDGA retail radio contest, to be held in December with final judging in January.

Frank E. Pellegrin, KSTL St. Louis and now sales manager of Transit Radio Inc., was named chairman of a new FM subcommittee.

The full committee called on NAB to set up a continuing file of TV success stories as a permanent activity.

Attending the meeting were Eugene S. Thomas, WOR New York, chairman; Ray Baker, KOMO Seattle; John W. Kennedy, WHAM Rochester; Joseph B. Matthews, WIRK W. Palm Beach, Fla.; Odin S. Ramsland, KDAL Duluth, and Messrs. Gray, Gulick and Pellegrin.

Board liaison member present was Clyde W. Rembert, KRLD Dallas. Harry R. Spence, KXRO Aberdeen, Wash., other liaison, was absent.

Representing associate members where George Brett, Katz Agency, and Hanque Ringgold, Edward Petry & Co. Joseph H. McGillvra, of Joseph Hershey McGillvra Inc., was absent.

Mr. Zeder (l) and Mr. Talbott.

* * *

Zeder - Talbott Agency Opens Office in Detroit

ZEDER-TALBOTT, advertising agency, has opened a Detroit office in the Penobscot Bldg., under the direction of Fred M. Zeder Jr. and Stanley Talbott. The agency was formerly Zeder - Vaughn - Farnum before Mr. Talbott joined partnership. Firm also has offices in Los Angeles.

Mr. Zeder opened the California office in 1946. Mr. Talbott previously headed N. W. Ayer & Son's West Coast business development department.

Among 18 clients listed by Zeder-Talbott is Norge, which has just assigned the agency to produce a series of two-minute animated television commercials.

Assignment Canceled

REQUEST of Myles H. Johns to cancel voluntary assignment of his permit for WMIL (FM) Milwaukee to Majestic Broadcasting Co. was reported granted last week by FCC. Majestic Broadcasting, of which Mr. Johns is part owner, is licensee of KCBC Des Moines and permittee of KCBC-FM in that city. Group indicated they did not wish to take on additional operation, FCC said.

NAB Small Market

(Continued from page 28)

directors manual and another manual covering music license practices. Excessive charges for sports broadcasts at colleges drew committee criticism.

Kenneth H. Baker, NAB research director, discussed his recent survey of station revenues and operating costs. The committee favored a study of operating efficiency at stations.

Neal McNaughten, assistant director of engineering, reviewed engineering problems as they apply to small stations.

Grove Demonstration

William C. Grove, KFBC Cheyenne, Wyo., demonstrated his remote transmitter - receiver built from war surplus tank equipment at a cost of less than $100. The FM transmitter was operated from a car driven around Washington streets.

Arthur C. Stringer, NAB staff director, urged stations to build up their news operations and get maximum revenue from the service. News income is at a peak, he said. Mr. Stringer went into the outlook for FM stations. The committee recommended that NAB turn out an advertising promotion booklet pointing up the salability of news programs, with success stories cited.

Don Petty, NAB general counsel, talked on effect of the draft and the legal angles of giveaways and lotteries.

Attending the meeting, besides Chairman Goldman, were C. O. Chatterton, KWLK Longview, Wash.; Wayne W. Cribb, KHMO Hannibal, Mo.; Mr. Grove, Lee Little, KTUC Tucson, Ariz.; Edwin Mullinax, WLAG LaGrange, Ga.

John F. Meagher, KYSM Mankato, Minn., and William T. Smullin, KIEM Eureka, Calif., participated as board liaison members of the committee. President Justin Miller, Executive Vice President A. D. Willard Jr. and C. E. Arney Jr., secretary-treasurer, also took part in proceedings.

KPRC *FIRST* AGAIN WITH NEWS

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S
FIRST MARKET!

...scoops Supreme Court ruling

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S FIRST MARKET!

When the news "breaks" it usually "breaks" first on KPRC. A few weeks ago, all Texas was following the blow by blow senatorial battle between Lyndon Johnson and Governor Coke Stevenson with tense interest. When the injunction prohibiting Johnson's name from appearing on the Nov. 2 ballot was laid before Justice Black of the Supreme Court, the contest was at a climax, and all Texas waited . . .

Finally, on the afternoon of Sept. 28, Black suspended the injunction. Within a few minutes, Robert V. Johnson, The Post's Washington Correspondent flashed the bulletin to KPRC listeners—direct from the Supreme Court building in Washington! KPRC scored another "scoop" by being on-the-spot in person!

This is just one day and one story. KPRC is FIRST with the news . . . regularly. Call Petry, or write us for availabilities.

KPRC HOUSTON
950 KILOCYCLES 5000 WATTS
National Representatives, Edward Petry and Company—
Affiliated with NBC & TQN, Jack Harris, General Manager.

PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts WIBG
REPRESENTED Nationally by Adam J. Young, Inc.

RWG Strike

(Continued from page 23)

companies have assumed an active role in a controversy affecting the broadcast of their programs."

In addition to the sponsors, the meeting yesterday was to have been attended by Leonard Bush, of Compton Advertising. Mr. Bush is chairman of the joint agency committee which had been negotiating with the guild for a contract covering freelance writers.

No Commitments

The guild's national president, Erik Barnouw, declared Thursday that "the present strike situation is not effected in any way by the fact that pickets are being temporarily withheld.

"Writers are making no commitments and submitting no new scripts not covered by contracts in accordance with the restraining order of the Authors League. This will continue until the advertising agencies agree to deal with writers on terms similar to those already accepted by the four major networks and almost all of the independent producers who produce the great majority of important programs."

Mr. Barnouw said that the guild's decision to postpone its picketing pending attempted mediation "is a further indication that the organization is attempting everything within its power to bring about a peaceful settlement and avoid disruption of the radio industry."

The guild added that if efforts to mediate the dispute fail, and picketing begins today as scheduled in New York, Chicago, and Hollywood, the guild will picket "individual programs" only. This will avoid reflecting on or interfering with shows produced by the networks and package producers which are already covered by contracts with the guild.

This means that picket signs will carry the name of a particular show on the guild's "unfair" list, to make it clear to observers that the strike is not directed against the networks or the industry as a whole.

Case for Giveaways

BOB McRAMEY, general and promotion manager, WCBI Columbus, Miss., says he is pleased with comments of persons who were asked by a Columbus *Commercial Dispatch* reporter: "What do you think of the current epidemic of give-away programs?" The replies, which appeared in the paper's daily "Foto Forum" column, ran like this: "Interesting entertainment"; "a nice idea"; "some of them are rather educational"; "nice entertainment but no real good is done by them," and "the programs are fun." Mr. McRaney notes that there were no serious objections.

FORMER NBC GUIDES RISE TO HIGH POSTS

JOHN M. WEHRHEIM, who joined NBC Chicago (WMAQ) as a guide in 1933, last Wednesday was named business manager of the network's Central Division television department. Jules Herbuveaux, Central Division TV manager, who made the announcement, also disclosed that George A. Heinemann, formerly of the guide staff, has been promoted to TV operations manager. Neil J. Murphy has replaced Mr. Wehrheim as assistant auditor and office manager.

Frank DeRosa succeeds Mr. Murphy as assistant to the auditor. Vernon Heeren takes Mr. DeRosa's job as WMAQ's sales manager, and Norman Frank replaces Mr. Heeren as night traffic supervisor. Michael Craith, succeeding Mr. Frank, is program traffic clerk.

Additions to the television engineering department are Richard H. Engstrom as TV studio engineer; Stephen J. Hasmonek, TV projection engineer, and C. Edwin Reed, video control engineer, who has been transferred from NBC New York.

Applications Dropped

APPLICATIONS of Mississippi Valley Broadcasting Co. for new AM and TV stations in New Orleans were dismissed by FCC last week upon request of the applicant. Move was occasioned by Commission's approval of the Stern family's purchase of WDSU-AM-FM-TV New Orleans upon condition group drop its Mississippi Valley requests [BROADCASTING, Oct. 25]. Mississippi Valley had sought TV Channel 10 (192-198 mc) in competition with WWL New Orleans and requested new AM facilities of 5 kw night, 10 kw day, directional, on 1060 kc. WDSU was acquired for $675,000 from Fred Weber, H. G. Wall and E. A. Stephens.

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS — NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

His Touch System Keeps His Finger On Top of the News from Washington

The "system" includes much more than an alert set of fingers on a typewriter. His office staff, complete with reporters and radio editors, works under constant pressure, sifting the news, confirming the facts, interviewing the people who know why news is made. By the time he goes on the air, his 185-line script reflects precise background data gathered by trained reporters.

The system pays off for listeners and advertisers as well. His vast and loyal national audience gets "the top of the news from Washington". His co-op advertisers get results. Currently sponsored on 316 stations, Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

ANA

(Continued from page 27)

than doubled our network sponsors during the past 90 days.

"The interesting thing is that while, as we might expect, the country's largest advertisers like Procter & Gamble, Colgate, General Foods, Swift, Kraft, Ford and others are naturally turning to television as a new advertising medium, at the same time the smaller advertisers like Bates Fabrics, Disney Hats, Motorola and Unique Toy Co. are also finding that network television is paying off for them."

Commenting on program trends, Mr. Trammell reported on the decline of video sports time by nearly 50% during the past year, with sports telecasts accounting at present for only 27% of the television schedule. More time is being given to feature films, kid shows, variety, news, music and drama. "Sports have played and will continue to play an important part in television programming," but from now, he stated, network sports telecasts will be increasingly confined to events of national or regional interest, with baseball and football becoming primarily local program TV features.

He noted that audience acceptance of feature films and film shorts is declining. Last spring films were the most popular type of program on the air. The latest ratings, however, show films in fifth place, following variety, drama, sports and audience participation programs.

Looking ahead, Mr. Trammell predicted that within a year video audiences will be watching the same type of five-a-week serial dramas that they now listen to on audio. Video adaptations of comedy shows, such as the Fred Allen program, which could utilize a standard Allen's Alley set with the characters in costume, would also make good television material, he said.

Young & Rubicam is "bullish" on television, S. L. Weaver Jr., radio and television vice president of that agency said. Of the 36 clients served by the New York office of Y & R, he said, ten are now using television and "13 additional clients . . . are now considering a television plan specifically interpreted to their problems."

Y & R has found, Mr. Weaver reported, "that most commercials are more powerful in impact if done on films, with all the latitude you get in film production and, of course, the expense. But the selling message is the payoff moment, and you will find, or perhaps you have found already, that the high budget on film commercials is money well spent.

"If you haven't been in the medium," he warned, "stand by for costs of several thousand dollars a minute for commercials, and don't be alarmed either. Because you may be the first to say, when you have viewed them, that the dollar return on that expenditure will be the highest in your budget.

"We just finished a job where, to get what we wanted, we had to have 14,000 feet of film shot to get 22 feet we now use." The film featured a cat in a Bigelow Sanford commercial.

"If your strategic use of the show business [TV] medium is right," Mr. Weaver concluded, then failure of individual programs—tactical failures—will not prevent you from success in the medium. It will delay you and perhaps bring on those ulcers, but better ulcers . . . now than temporary peace while your competitor spends the money and the nerves to get himself a hit show and a clicking commercial. Because he will be making sales to your customers while you wait.

"Don't gamble with your company's future.

"Play safe—get into television now."

Cuff Gives Views

The national advertiser has to help the retailer in television if he is going to make full use of this new medium, Sam Cuff, television consultant to Allied Stores Corp., declared.

The best way he can help, Mr. Cuff said, is by making available to the retailer, particularly the department store, a supply of open-end commercials for the manufacturer's product into which the store can insert its own commercials and for which the store will buy the air time.

He pointed out that it "simply does not make economic sense for any individual retailer to stand the entire cost of making a pictorial selling presentation for his exclusive use, when the same pictorial selling material could be used in more markets by many other retailers."

A TV broadcasting industry of a thousand stations with a total investment in plant of about a quarter billion dollars by 1955 was envisaged by J. R. Poppele, WOR vice president and president of Television Broadcasters Assn.

Mr. Poppele reported that the 41 TV stations now on the air represent an investment of $750,000 per broadcaster.

The 85 stations now being built will cost on the average of $593,000, he said. With additional savings accruing to future builders "the average station of tomorrow, comprising the remainder of the 303 unassigned allocations (currently frozen) will represent an investment of about $325,000. . . . A mere $189,591,000 has been and will be poured into television between now and, let us say, 1950."

Once the primary market areas are covered, Mr. Poppele continued, satellite stations — so-called "because their life-blood will come from the transfusion given them by network connections to principal cities"—will rise up in the smaller communities and rural areas.

He estimated that by 1955 there will be some 600 of these satellites, built at an average cost of $90,000 and adding $54 million to the TV plant investment for a grand total of $243,591,000.

"Within a four-year span television will have accomplished network-wise what it took radio more than a decade to accomplish," he concluded.

Reviews TV Set Output

Reporting on TV sets, Fred Kugel, publisher of *Television* Magazine, said that this year's estimated production of 750,000 sets plus the 178,000 produced last year will mean close to a million video receivers by the end of 1948.

"In 1949," he said, "industry estimates make it reasonable to expect production of a million and a half receivers. . . . By the end of 1953 . . . there will be between 12 and 14 million receivers in American homes."

Grouped with Mr. Poppele and Mr. Kugel in a statistical section of the evening's program was the report of Dr. Thomas E. Coffin of Hofstra College on the effects of television on entertainment and advertising.

William N. Connolly, director of advertising, S. C. Johnson & Son, Racine, Wis., was elected ANA board chairman at last Tuesday's business meeting.

Mr. Connolly was former vice president of the group and succeeds Robert B. Brown, Bristol-Myers, in the chairmanship. He has also been active in the ANA Radio Council, the Advertising Council, U. S. Chamber of Commerce Advertising Committee, and is a board member of the United States Trade Mark Assn.

Officers who were reelected include W. B. Potter, Eastman Kodak Co., Rochester, for a second term as ANA vice-chairman, and Paul B. West, president. Treasurer and secretary will be named following the first board meeting.

Members elected to the board for a three-year term are: William A.

W Capitol Old Dominion

Virginia's first Frequency Modulation Station with 18-1/2 hours of programming daily — since February, 1947.

Simultaneous programming on WMBG and WCOD means increased coverage for you

WMBG
AM Station

W Capitol Old Dominion
FM Station

WTV Tele Vision Richmond

Virginia's ONLY Television Station
Operating 27 Hours a Week

affiliated with NBC Television Network

WMBG The Station of Progress 5000 Watts

NBC Affiliate

Represented by JOHN BLAIR & COMPANY

WE LOVE OUR LISTENERS

Yes . . . and they love us. From the outset, we have given them exactly what they wanted. There is and has always been a friendly warmth between WAIR and its listener friends. They buy any good product we tell them about.

WAIR

Winston-Salem, North Carolina
Representatives: The Walker Co.

Drisler Jr., advertising manager, Cannon Mills, New York; Ben R. Donaldson, advertising director, Ford Motor Co., Dearborn; Robert M. Gray, manager, advertising and sales promotion, Esso Standard Oil Co., New York; R. J. Canniff, advertising and sales promotion manager, Servel Inc., Evansville, Ind., and Robert J. Keith, advertising director, Pillsbury Mills, Minneapolis.

A special "service to members" report on the outlook for business and advertising was passed among ANA members at the Tuesday meeting. Based on the first 139 replies to a recent ANA questionnaire, the report reflects an optimistic attitude on the part of leading advertisers in the country. A strong feeling prevails that while advertising budgets will increase in 1949, the current upward trend of business volume and profits may not continue at the same pace, nor to the same degree as during the past year or so.

The report from manufacturers of consumer goods follows:

Business Volume Today Compared With 1947

Sales Volume:	
(91 Companies)	
Up	70%
Same	15%
Down	15%
Profits for 1948:	
(91 Companies)	
Good	62%
Fair	35%
Poor	3%
Expected Sales Volume:	
1949 vs. 1948	
(92 companies)	
Up	54%
Same	37%
Down	9%
Has Advertising Been Cut This Year?	
(94 companies)	
Yes	15%
No	85%
1949 Advertising Expectations vs. 1948:	
(93 companies)	
More	55%
Same	38%
Less	7%

Upcoming

Nov. 8-10: RMA-IRE Fall Meeting, Hotel Sheraton, Rochester, N. Y.

Nov. 11: AAAA Michigan Council meeting, Detroit.

Nov. 11-13: National Assn. of Radio News Directors, annual convention, Hotel DeSoto, St. Louis.

Nov. 14-20: National Radio Week.

Nov. 15: AAAA New York, New England, and Atlantic Councils meeting, Waldorf-Astoria Hotel, N. Y.

Nov. 16: Western Canadian Dominion network stations meeting, Bessborough Hotel, Saskatoon.

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

WNYC DENIED

3-2 Vote Turns Down Election Request

REFUSING to relent, FCC voted 3-to-2 last Wednesday to deny WNYC New York's insistent requests for special authority to operate past its usual 10 p.m. sign-off to carry local voting results on election night [BROADCASTING, Oct. 11, 18, 25].

Over the dissents of Comrs. Robert F. Jones and Frieda B. Hennock, the majority authorized a letter to New York Mayor William O'Dwyer, titular head of the municipally owned station, declaring that it must stick to its three-month-old ban on AM after-hours broadcasts.

"It was felt that if any exception were made to the requirements of the rules prohibiting issuance of special temporary authorizations to broadcast stations there would be no reason for refusing to grant waivers in any number of other cases and thus the very purpose [of the rule] would be defeated," the majority wrote.

"Bloody but unbowed," WNYC emerged with elaborate plans for feeding local returns and highlights to other independent stations and two FM networks.

Stepping into the breach to carry local election coverage will be WEVD WOV WMGM WNEW all New York, and the Rural (FM) Network. Continental (FM) Network is currently negotiating to reserve a line to enable it to cover proceedings via the WNYC feed. It is understood that WNYC-FM will cover the balloting until 5 a.m.

AP, UP, INS, and Trans-Radio will be used, with some 300 people throughout the city calling in returns. Pick-ups are planned from headquarters of the police, the Democratic and Republican parties, Vito Marcantonio, Paul O'Dwyer, King's County Republicans, and from the Municipal Building.

Special Authorization

In separate dissents, Comrs. Jones and Hennock noted that WNYC, 1 kw daytime station on WCCO Minneapolis' 830 kc channel, already has a special service authorization to operate from 6 p.m. to 10 p.m. regularly.

Comr. Jones said that therefore the rule against special temporary authorizations already has been broken, since "fundamentally there is no distinction" between SSA's and STA's. He noted that WIHL Hammond, La., also has received an SSA.

Comr. Hennock, of New York, claimed WNYC is "the foremost municipally owned non-commercial station in this country," and for 24 years has rendered a "unique" election night service by carrying complete local returns.

While network stations deal primarily with national returns, she said, WNYC is able to use "the complete facilities of the Police Dept. and the Board of Elections throughout the city" to provide "complete, accurate and up-to-the-minute returns" from New York City balloting.

"It is on election day that the people of this nation fulfill their greatest duty as citizens," Miss Hennock wrote. "No service that broadcasting can give could be more important than complete coverage of this uniquely democratic institution. . . .

"Under these circumstances, I believe the application . . . merits favorable consideration unless there are overwhelming counter considerations. A rule of this or any Commission is justifiable only so long as it meets the complete situation for which it was designed. . . ."

The majority in the voting was composed of Chairman Wayne Coy and Comrs. Rosel H. Hyde and E. M. Webster. Comrs. Paul A. Walker and George E. Sterling did not participate.

The decision was preceded by substantial agitation in New York in behalf of the WNYC request, with several newspaper editorials condemning the effects of FCC's ban and Mayor O'Dwyer arguing the station's case both orally and by letter to the Commission.

Site of ABC Operations Is Changed in New York

ABC OPERATIONS formerly headquartered at 33 W. 42 St., New York, beginning today (Nov. 1) will be transferred to the network's television center at 7 W. 66 St. New phone number is Trafalgar 3-7000.

Departments involved in the move include: ABC o&o stations, co-op programs, local and spot sales, WJZ New York, advertising and promotion. Other ABC departments to be located at the 66 St. address as of today, in addition to video offices and studios, are: office and studio services, accounting, program information, transfer files, and recording storage. Later in the month, the network's purchasing, research and drafting departments will move from Radio City to the television center.

Ruppert Appoints Biow

JACOB RUPPERT Breweries, New York, said to have an advertising budget of approximately $2.5 million, has appointed the Biow Co., New York, to handle its advertising effective Nov. 1. The account was formerly handled by Lennen & Mitchell, New York, which resigned it a fortnight ago [BROADCASTING, Oct. 18].

MORE LISTENERS PER DOLLAR!

• Cleveland's Chief Station gives sponsors complete co-operation...combines programming and promotion to deliver more listeners per dollar than any other Cleveland station. Take full advantage of this dominating coverage. Gear your sales and advertising plans accordingly!

BILL O'NEIL, *President*

WJW
BASIC ABC Network
CLEVELAND
850 KC 5000 Watts
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Tops with TIME BUYERS

"The BROADCASTING Yearbook is the most dog-eared reference volume in the time buying department."

Linnea Nelson

LINNEA NELSON
Head Time Buyer
J. Walter Thompson Co.
New York City

Tops with TIME BUYERS

"Concise, comprehensive and authoritative, the Yearbook is an answer to a time buyer's prayer."

Ruth Johnson

RUTH JOHNSON
Time Buyer
Western Adertising Agency, Inc.
Los Angeles

Tops with TIME BUYERS

"Having the Yearbook handy makes people think I have an encyclopedic memory — and because of the Yearbook I'm actually developing one."

Marion Reuter

MARION REUTER
Radio Time Buyer
Young & Rubicam, Inc.
Chicago

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
1949 YEARBOOK NUMBER

Wherever time is bought, the **YEARBOOK** *sells it.*

RESERVE SPACE NOW
Deadline
December 1st

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

REPORT WEEK, Sept. 19-25

TOTAL AUDIENCE
EVENING, ONCE-A-WEEK, 15-60 MIN.

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
1	2	Lux Radio Theater	25.4	+6.6
2	15	Godfrey's Talent Scouts	21.8	+7.5
3	1	Mr. Keen	20.6	+2.1
4	4	Suspense	19.8	+2.6
5	—	Bob Hope	19.6	—
6	—	Zale vs. Cerdan	19.6	—
7	3	This is Your FBI	18.1	+0.8
8	31	Call the Police	18.1	+6.5
9	5	Crime Photographer	18.0	+2.4
10	6	Break the Bank	17.3	+2.2
11	14	Mystery Theater	17.2	+3.3
12	13	FBI in Peace and War	17.0	+1.5
13	35	Life of Riley	16.3	+4.3
14	—	Gov. Thomas E. Dewey (CBS)	15.9	—
15	10	Mr. District Attorney	15.6	+1.2
16	11	Red Skelton	15.5	+1.6
17	19	Stop the Music (4th Qtr.)	15.4	+3.4
18	8	Jergens Journal	15.3	+0.9
20	28	Inner Sanctum	15.1	+3.0
19	21	The Fat Man	15.1	+1.5

AVERAGE AUDIENCE
EVENING, ONCE-A-WEEK, 15-60 MIN.

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
1	5	Lux Radio Theater	18.6	+5.5
2	1	Mr. Keen	17.2	+2.6
3	3	Suspense	16.0	+2.6
4	2	This is Your FBI	15.3	+1.5
5	17	Godfrey's Talent Scouts	14.3	+3.9
6	—	Bob Hope	14.0	—
7	4	Crime Photographer	13.9	+1.2
8	6	Jergens Journal	13.3	+1.2
9	21	Life of Riley	13.2	+3.3
10	8	Mr. District Attorney	12.9	+1.6
11	—	Zale vs. Cerdan	12.7	—
12	32	Call the Police	12.7	+4.7
13	9	Stop the Music (4th Qtr.)	12.7	+2.3
14	7	Break the Bank	12.3	+0.9
15	12	Mystery Theater	12.3	+1.8
16	14	FBI in Peace and War	11.7	+1.1
17	15	Stop the Music (3rd Qtr.)	11.7	+2.5
18	—	Big Town	11.6	—
19	10	People Are Funny	11.5	+0.9
20	31	The Big Story	11.4	+2.8

EVENING, 2 TO 5-A-WEEK, 5-30 MIN.

1	1	Lone Ranger	11.1	+1.0
2	2	Edward R. Murrow	9.0	+1.2
3	4	Jack Smith Show	8.6	+1.9

DAY, 2 TO 5-A-WEEK, 15-30 MIN.

1	1	When Girl Marries	10.1	+0.1
2	2	Young Widder Brown	9.6	+0.4
3	3	Backstage Wife	9.4	+0.4
4	5	Right to Happiness	9.4	+0.6
5	6	Arthur Godfrey (Ligg. & Myers)	9.3	0.0
6	11	Ma Perkins (CBS)	9.1	+0.8
7	14	Big Sister	9.0	+1.1
8	8	Our Gal, Sunday	8.8	+0.7
9	9	Pepper Young's Family	8.7	+0.6
10	7	Stella Dallas	8.7	+0.4
11	4	Portia Faces Life	8.7	—0.2
12	12	Wendy Warren	8.6	+0.4
13	10	Lorenzo Jones	8.5	+0.7
14	16	Romance of Helen Trent	8.2	+0.8
15	20	Ma Perkins (NBC)	8.0	+1.0

DAY, SAT. OR SUN., 5-60 MIN.

1	—	County Fair	11.4	—1.0
2	2	Grand Central Station	11.0	+1.5
3	1	Armstrong Theater	10.0	+0.3
4	—	David Harding Counterspy	9.4	—
5	12	Junior Miss	9.0	+1.3

EVENING, 2 TO 5-A-WEEK, 5-30 MIN.

1	1	Lone Ranger	8.2	+1.0
2	2	Edward R. Murrow	7.0	+1.1
3	5	Jack Smith Show	6.7	+1.6

DAY, 2 TO 5-A-WEEK, 15-30 MIN.

1	1	When Girl Marries	8.8	—0.1
2	2	Backstage Wife	8.6	+0.5
3	3	Young Widder Brown	8.5	+0.8
4	5	Right to Happiness	8.4	+0.7
5	11	Ma Perkins (CBS)	8.3	+1.2
6	8	Pepper Young's Family	8.0	+0.8
7	7	Our Gal, Sunday	7.9	+0.6
8	14	Big Sister	7.8	+0.9
9	6	Stella Dallas	7.8	+0.3
10	9	Arthur Godfrey (Ligg. & Myers)	7.7	+0.5
11	4	Portia Faces Life	7.6	—0.2
12	17	Romance of Helen Trent	7.4	+1.0
13	12	Wendy Warren	7.2	+0.3
14	10	Lorenzo Jones	7.1	+0.4
15	13	Second Mrs. Burton	6.8	+0.3

DAY, SAT. OR SUN., 5-60 MIN.

1	1	Grand Central Station	9.0	+1.1
2	—	County Fair	8.1	+0.4
3	2	Armstrong Theater	7.5	0.0
4	3	Give and Take	7.3	+0.9
5	4	Adventures of Archie Andrews	6.6	—0.5

Copyright 1948, A. C. Nielsen Co.

Texaco Video Show Hits Record 63.2 Telerating

ACCORDING to C. E. Hooper, Inc., New York, *Texaco Star Theatre* broke all records in October for any regularly scheduled television or radio program. The show, starring Milton Berle, hit an all-time high of 63.2 for the month's Teleratings.

The program also took first honors in sponsor identification, with an index of 95.4.

Top ten sponsored programs in the October Teleratings report are:

Texaco Star Theatre	WNBT	63.2
Toast of the Town	WCBS-TV	53.0
We, the People	WCBS-TV	43.8
Amateur Hour	WABD	35.6
Bigelow Show	WNBT	32.7
Small Fry Club M&TH	WABD	26.5
Kraft Television Theatre	WNBT	23.7
Chevrolet on Broadway	WNBT	22.4
The Gulf Road Show	WNBT	19.2
Stop Me If You've Heard This One	WNBT	18.8

KLAC Goes to 5 kw

KLAC Hollywood today (Nov. 1) increases its power from 1 kw to 5 kw with completion of installation of new 5 kw transmitter. Increase in power is expected to improve service and quality of 570 kc signal. KLAC is owned by Dorothy S. Thackrey; Don Fedderson is general manager.

New GE TV Models

GENERAL ELECTRIC Co., Syracuse, has added two new models to its television receiver line. Model 814, a table receiver, is the first GE set to use a 12-inch aluminum-backed picture tube, J. W. Rondel, standard line sales manager in the GE receiver division, said. It will list in the East for $389.50. Lowest-priced television console yet announced by GE is its new Model 811. This set has a 10-inch picture tube and will list in the East for $359.95, Mr. Rondel said.

CONTINENTAL AIRS TO COAST ON TAPE

CONTINENTAL FM Network has completed arangements with KSBR San Francisco to provide its programs on high-fidelity Rangertone tape for the West Coast FM audience [CLOSED CIRCUIT, Oct. 25].

Everett L. Dillard, Continental president, said addition of the 250 kw outlet, which has the highest power of any U. S. broadcast station, gives Continental its first outlet in the Far West. It is the first step in setting up a nationwide FM network.

Orrin H. Brown, KSBR general manager, will receive Continental musical programs on a regular schedule. Programs are transcribed at WASH (FM) Washington, Contintental key, and fed via 15,000-cycle line to the Armstrong FM stations at Alpine, N. J., where they are transcribed as the programs are relayed to Continental's East Coast affiliates. Tape shows are shipped to KSBR air express.

Continental demonstrated the tape system at the FM Assn. convention in Chicago in late September [BROADCASTING, Oct. 4].

Atlass-Dyer Pictures

IN THE Chicago Market Story [BROADCASTING, Oct. 25], the picture above the name of Dr. J. A. Dyer, president and general manager of WGES, should be identified as that of Ralph Atlass, general manager of WIND. Dr. Dyer's picture, in turn, appeared above Mr. Atlass' name on the same page.

Dr. Dyer

Mr. Atlass

WMPS
MEMPHIS

68 *On Your Radio*

10,000 W DAY TIME
5,000 W NIGHT TIME

YOU CAN HEAR THE DIFFERENCE

Represented by

RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

Licensees' Rights Decision Invoked

WMEX Asking FCC for Oral Argument in Renewal

WMEX Boston last week invoked the principles of the "WJR Decision" on licensees' rights to hearing [BROADCASTING, Oct. 11]. The station called upon FCC for oral argument on its six-month-old petition for reconsideration in its renewal case.

The renewal application was set for hearing last April, largely on grounds that stock reports of doubtful accuracy had been filed. WMEX then petitioned FCC for the facts relating to any alleged violations, and asked that it then be given an opportunity to explain them through an informal preliminary procedure. In the meantime WMEX asked FCC to set aside its order calling a renewal hearing. This petition has been pending since May 11.

Hearing Set Dec. 3

The hearing is now set for Dec. 3. In its petition last week, filed by Arthur W. Scharfeld, Washington counsel, WMEX argued that the "due process" clause of the Constitution entitles it to oral argument on the questions of law involved. In support, WMEX cited the opinion of the U. S. Court of Appeals for the District of Columbia in the so-called WJR Detroit-WCPS Tarboro (N. C.) daytime skywave case, which took FCC to task for its refusal to grant WJR a hearing on at least the questions of law involved in its complaint.

The oral argument, WMEX maintained, must come before the scheduled hearing or the station's rights under the "due process" clause will be violated.

It was one of the first instances in which an applicant has invoked the provisions of the court's WJR decision, which legal observers consider so far-reaching that it would require a hearing in most cases that come before the Commission. FCC is expected to seek a reversal in the Supreme Court.

TV RESEARCH

Katz Advises Caution In Application

A WARNING against "conducting, reporting and using television research as though television were now as established and mature as radio is," was sounded by Oscar Katz, CBS director of research last Thursday at the annual luncheon of the Pulse, Inc. Dr. Sydney Roslow, director of The Pulse, presided at the meeting, held at New York's Hotel Biltmore.

Quoting from a radio research study made in 1928, Mr. Katz reported that in those days competent research found afternoon hours not suitable for broadcasting, but a sets-in-use figure of 95% during the 8-10 p.m. period. Organ music was one of the most popular program types and comedy shows were not even in the first ten program classes.

Mr. Katz pointed out that these findings "bore little resemblance to the pattern of listening that was to emerge as radio grew up" and warned against taking today's video situation as typical of its future place in the communications family.

"We run the risk," he declared, "in dealing with a new and relatively unestablished medium, that research may tend to inhibit future growth . . . If we, incautiously, attach the same degree of certainty to some of our television research findings as we do in radio, our research may actually hamper or mislead."

CBS's own video research program is two-pronged, Mr. Katz reported.

Using Surveys

First, it is attempting to keep abreast of television development by periodic audience surveys.

Second, CBS television research, still largely in the "think stage," is aimed at cutting down "the time, effort and dollars that go into the halting, stumbling progress that characterizes growth by trial and error," Mr. Katz stated.

A study of video commercials, he reported, has developed the following line of thought: The printed word is a symbol of the spoken word which is a symbol of or substitute for the article itself.

"If we use print when we can present the real event or activity or article . . . the viewer . . . has to convert the printed symbols into word symbols and then convert the word symbols into his conception of the real thing.

"Television allows us, for the first time in a mass advertising medium, to select the portions of a sales message that are hardest to symbolize, to present those portions in real situations and to bolster the visual representations and behavior with spoken symbols that are easy to understand. . . ."

Employment Data Breakdown Issued

FCC Releases Detailed Figures On Summary Findings

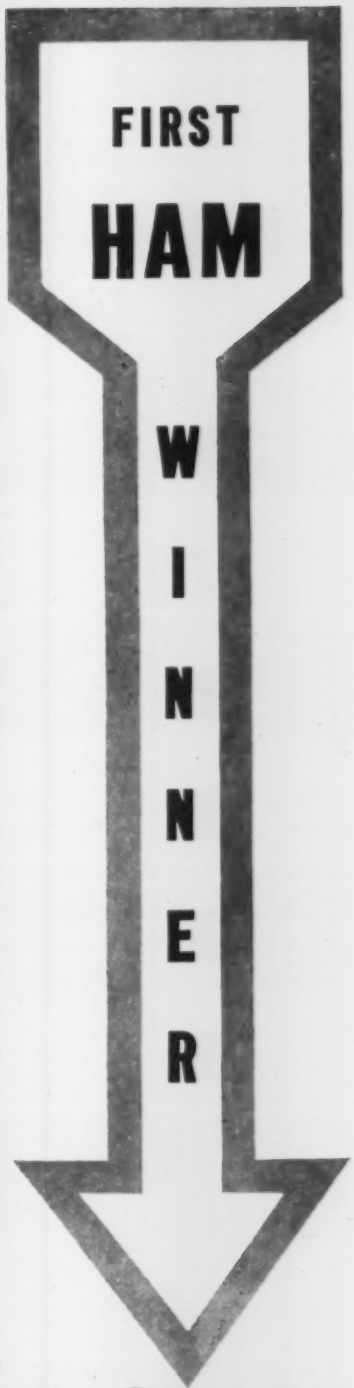
DETAILED BREAKDOWNS of the data released by FCC last March on employment and compensation in the broadcasting industry [BROADCASTING, March 15] were issued by the Commission last Thursday.

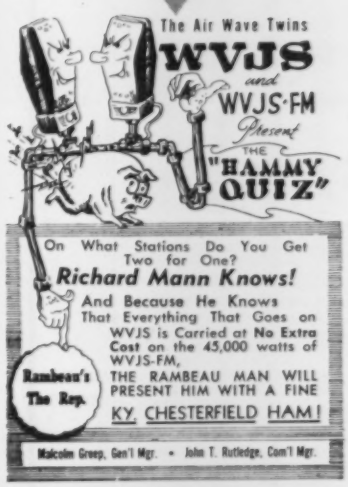
The summary findings are identical with those of the March release, which showed a 15% gain in fulltime employes and 17% increase in scheduled pay for fulltime staff personnel between February and October 1947. The entire volume is based on reports for the week of Oct. 11 last year.

The compilations reflect information furnished by 1,260 AM stations —approximately 90% of those licensed at that time—and by the four national and three regional networks. These stations and networks reported 34,720 fulltime employes as compared to 30,100 reported in February 1947 by the same networks and 924 stations. Total scheduled weekly pay for fulltime staff members rose from $2,140,000 to $2,508,000 in the same period.

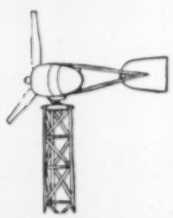
The breakdowns released last week relate only to stations (excluding network keys). In lengthy tables they show, for each job type, the employe and compensation data for the 1,250 stations arranged (1) by class and hours of operation; (2) by states; (3) by class and time within census regions; (4) by size of communities, and (5) by specific metropolitan districts. There are also breakdowns to distinguish stations with 15 or more employes from those with fewer than 15.

Releasing the report, whose form of presentation differs considerably from that of previous years, the Commission said it "will welcome suggestions . . . with respect to improvements in the content or form. . . ."




The Air Wave Twins
WVJS
and
WVJS-FM
Present
THE
"HAMMY QUIZ"
On What Stations Do You Get Two for One?
Richard Mann Knows!
And Because He Knows That Everything That Goes on WVJS is Carried at No Extra Cost on the 45,000 watts of WVJS-FM,
THE RAMBEAU MAN WILL PRESENT HIM WITH A FINE
KY. CHESTERFIELD HAM!
Rambeau's The Rep.
Malcolm Greep, Gen'l Mgr. • John T. Rutledge, Com'l Mgr.

This is A WINDCHARGER



Utilizing the natural elements of the High Plains regions, the windcharger is an ever-vigilant generator that supplies many a High Plains farmer with electrical current . . . just as K-TRIPLE-X supplies complete one purchase coverage of this rich High Plains wheat empire of Kansas, Nebraska and Colorado.

KXXX Your High Plains Station

Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

Coy

(Continued from page 25)

figures that nothing is going to happen to his business by virtue of television is deluding himself.

When television hits its stride there are not going to be so many dollars left for aural broadcast service of the future, unless those dollars come from budgets now spent in newspapers, magazines and for billboards.

Aural broadcasting, of course, is the main prop for TV today, but there will come the day when the spirit of compatability of the two services under the same management will be open to challenge.

The two services may function side by side until "TV becomes the main service." Then aural broadcasting, which will still be an "honorable service" inevitably will be run by different individuals, who will provide a different service, probably specialized programs to special people in their respective communities.

TV signals can't reach all people in the foreseeable future, although this may become possible by Stratovision or by some means not yet developed.

Since we can't expect to have saturation of TV receivers in any reasonable time, there must be clear channels, regionals and locals to serve the non-TV areas. FM is meeting the need for better service in under-served areas in a "very real way today," notably in areas of 20,000 to 40,000 population.

CLOSE HARMONY at Southern Pines, N. C., with Mrs. Wayne Coy (l), wife of the FCC chairman, who sings tenor, alto or bass; Mrs. Elizabeth M. Younts, co-owner with her husband of WEEB Southern Pines, at the Hammond (she's known professionally as Betty Hall, ex-ABC New York staff organist); and Judy Doherty, daughter of Richard P. Doherty, NAB employe-employer relations director.

It's a rather curious thing that TV, invented 25 years ago, should be nurtured by aural broadcasting, and (in Mr. Coy's opinion) destined to replace it in large areas of the country.

Broadcasters must ask themselves which service they are going to render—aural or TV. The decision must not be made tomorrow, but the choice is bound to come.

Aural broadcasters who improve their program standards and tailor them to fit the new needs will be those most likely to survive and thrive.

Sooner or later broadcasters are going to wake up to the fact that there are new demands for spectrum space for public safety services (such as police, aviation, shipping, taxi-cab, railroads, and other operations) where the safety of life and property factor is predominant.

Perhaps there is need for a new "national policy" for radio. Certainly the Communications Act of 1934 needs redefinition in the light of "dynamic development" during the past 14 years. The question is posed whether there should be a "new standard" for licensing broadcast operation, and whether the economic factor should be considered.

Doherty

(Continued from page 25)

which destroys the confidence of advertisers and reduces the medium to the status of "circus barkers." He deprecated per inquiry deals and other non-rate card business which impairs "the dignity and the integrity of the medium." And he urged improvement of program standards even if overhead must be reduced through job controls and by other means of more efficient management.

Appraising TV, Mr. Doherty said that it has saddled upon it wage structures built through 25 years of aural broadcasting, as well as its inheritance from motion picture unionization. TV thus enjoys none of the benefits of an "infant industry." It is faced with the "segmentized feather-bedding of the motion picture field. These conditions will not destroy or materially retard TV, but are making the operation so costly that poor programming may result."

He admonished broadcasters to watch their cost controls and to reappraise their personnel to get maximum performance out of staffs.

NCAB REGISTRATION

J. R. Marlowe, WGWR Asheboro; Cecil B. Hoskins, William F. Meliz, WWNC Asheville; E. Z. Jones, WBBB Burlington; W. H. Goan, Trippy Wiscup, WAYS Charlotte; Charles R. Crutchfield, Jack Knell, WBT Charlotte; E. J. Gluck, WSOC Charlotte; J. Frank Jarman, C. J. Woodhouse, WDNC Durham; Marjorie Jordan, WFNC Fayetteville; Ed M. Anderson, L. O. Hutchins, WBBO Forest City; Gaines Kelley, WFMY Greensboro; A. T. Hawkins, Leland B. Nelson, WGBR Goldsboro; Nathan Frank, WHNC Henderson; Pat Taylor, WHPE High Point; Frank S. Lambeth, Frank Smith, WMFR High Point; Lester L. Gould, WJNC Jacksonville; H. A. Seville, WGTL Kannapolis.

James W. Campbell, WKNS Kinston; J. R. Dalrymple Jr., WEWO Laurinburg; N. L. Royster, O. G. Hilton, WBUY Lexington; Nathan J. Cooper, WMNC Morganton; Mrs. Doris B. Brown, John Cashion, WKBC North Wilkesboro; Richard H. Mason, O. L. Carpenter, J. Edgar Kirk, WPTF Raleigh; A. J. Fletcher, Fred Fletcher, WRAL Raleigh; Dudley Tichenor, Elmer Oettinger, WNAO Raleigh; A. L. Drew, WCBT Roanoke Rapids; Bryce P. Beard, Alex P. Beard, WSTP Salisbury; Robert M. Wallace, WOHS Shelby; Harry Gatton, WSIC Statesville; John C. Hanner, S. Welcome Stanton, WCPS Tarboro.

W. R. Roberson Jr., T. H. Patterson, George Walston, WRRF Washington; Ward A. Coleman, WENC Whiteville; Richard A. Dunlea, WMFD Wilmington; Allen Wannamaker, Bill Jackson, WGTM Wilson; George Walker, WAIR Winston-Salem; Harold Essex, F. O. Carver Jr., WSJS Winston-Salem; Bill Sandefur, Rollie Furman; WMAP Monroe; Jack S. Younts, Edward Cox, WEEB Southern Pines; Harold G. Harrison, R. F. Van Landingham, WTNC Thomasville; Jack P. Hankins, WADE Wadesboro; Ray A. Furr, WIST Charlotte.

John F. Bivins, Bivins and Caldwell; Bill Wilson, UP; Ken Sparnon, BMI; Paul Hansell, Frank M. Stearns, AP; Sol Taishoff, BROADCASTING; Wayne Coy, FCC; Campbell Arnoux, WTAR Norfolk, Va.; Richard P. Shafto, WIS Columbia, S. C.; Richard P. Doherty, NAB.

WAMS Joins Mutual

WAMS, 1 kw fulltime outlet on 1380 kc at Wilmington, Del., joins MBS today (Nov. 1). The FM affiliate of WAMS, WAMS-FM, operating on Channel 241 (96.1 mc), also will carry Mutual programs. Frank S. Carrow, president of the WAMS WAMS-FM licensee, Wilmington Tri-State Broadcasting Co., who made the announcement, said the stations' present facilities at 414 French St., Wilmington, include four studios, two main control rooms, ten offices, a music room, news room and announcers' lounge.

Accurate

STOP WATCHES AND CHRONOGRAPHS

For unfailing accuracy in timing you can rely on Clebar precision timers. They have proved their dependability in many leading broadcasting studios.

CLEBAR TIMERS MEET ALL THE REQUIREMENTS OF THE NATIONAL BUREAU OF STANDARDS STOP WATCH PRECISION TEST

1/5 Second Timer
30-minute register
Start, stop, start again from crown; push button returns to zero.
7-jewel non-magnetic movement.
Nickel chrome case.
No. 654 ..... $18.50

Clebar "DATORA"
The all-purpose chronograph for indoor and outdoor broadcasts. A fine time-out stop watch that clearly indicates . . . 1/5 seconds, seconds, minutes, hours, month, day and date. Stainless steel, 17 jewels, anti-magnetic.
$110.00 (Fed. Tax Incl.)

CLEBAR TIMERS ARE ELECTRONICALLY SET, RIGIDLY TESTED AND GUARANTEED FOR A FULL YEAR.

For other Clebar Timers, write for illustrated Catalog B

CLEBAR WATCH CO., Inc.
551 FIFTH AVENUE, NEW YORK 17, N. Y.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism
These daily hazards can be INSURED.

We pioneered this field and Now serve Newspapers and Broadcasters nationwide. Our EXCESS - POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

NAB Code

(Continued from page 21)

folk, Va., District 4 director, says the code is being generally observed in his district though some marginal stations have not accepted it. District 4 has the most members among the 17 NAB areas. Director Arnoux believes adherence may be above average in the district.

Mr. Quarton, District 10 director, said stations in that region are generally adhering to the standards. Entrance of new owners and managers into the industry creates need for the standards as an "experienced guide," according to Mr. Quarton. He feels some phases of the code should be clarified.

Robert D. Enoch, KTOK Oklahoma City, District 12 director, is conducting a survey of code enforcement in the area preparatory to the board meeting.

Clyde W. Rembert, KRLD Dallas, District 13 director, says reaction to the standards has been "very good," with stations generally adhering and finding their observance is not difficult.

The standards were generally endorsed at the District 11 meeting, according to Director John F. Meagher, KYSM Manakto, Minn.

"I believe that the NAB has an excellent committee on observance and that by next May, at the latest, any lack of observance may be considered noteworthy."

The standards were well received at the District 9 meeting in Chicago according to Charles C. Caley, WMBD Peoria, Ill. No feeling of hardship was expressed though sentiment was not unanimous in support of the standards as adopted.

Harry Bannister, WWJ Detroit, District 8 director, commented that WWJ has always operated under a self-imposed code "stricter in every way" than NAB's code, but he was not prepared to discuss district observance.

With a few exceptions, District 17 broadcasters are adhering to the standards, according to Director Harry R. Spence, KXRO Aberdeen, Wash. Some small market stations objected at first to time limitations, according to Mr. Spence, but after revision they offered no further objection. He believes adherence is not difficult and that only time will tell if the standards need revision.

Not Dead, Says Judge

"Is the code a dead duck?" Judge Miller was asked.

"No," he said calmly. "The code is not dead. It is real, and vital.

"It has gone through the first stage successfully. The birth pangs are over. It is now entering the stage of education and implementation. We are starting to think in terms of education, teaching ourselves how to proceed.

"I think we are making very substantial progress. Broadcasters have little experience in adhering to professional standards. They are showing great resilliency.

"We must devise administrative machinery to move in the direction of uniform interpretation. Each broadcaster and network must assume responsibility for interpretation. This is the normal process of any law.

"We can expect formation of a committee on interpretation or code interpretation. Perhaps the work will come under Harold Fair's (program) department.

"Harold has been making a survey of code problems and methods of educating broadcasters. We already know the networks' problems, having discussed them in New York Oct. 20. I was very well pleased with their progress, especially their decision to adhere completely by Jan. 1."

At this point Judge Miller was asked, "But why this apparent lack of interest in the code? Why the silence?"

"That is a healthy sign," he replied. "The standards have been promulgated. They now are law. I found during the district meetings that broadcasters have a real desire to make the standards work. One of the major purposes of the meetings was to talk to broadcasters about the code. There has been little antagonism.

Educational Interest

"All over the circuit I heard comment about the educational program. All the ideas will be assembled for the board's special committee. I want this to be something that comes from the broadcasters themselves.

"Many stations have been acquainting advertisers and agencies with the provisions. We will work with their various associations.

"But basic code enforcement must come at the local level. Our NAB committees are working on this problem. The state associations are studying it. I hope every state will soon have an association.

"We are a group holding government licenses, and subject to control by Federal agencies. Each broadcaster is charged by law with the responsibility of exercising discretion.

"Right now the industry has more marginal or below-margin producers than it will ever have again in its history.

"Many of the adherence problems will not be solved easily or quickly. We must decide what is good taste, what is buying an audience in contrast to entertainment and what about use of time to describe prizes."

Elgin-American TV Show Planned on Thanksgiving

ELGIN-AMERICAN Division, Illinois Watch Case Co., Elgin, Ill., (compacts, cigarette cases, etc.) will sponsor a special two-hour Thanksgiving Day variety show, *Holiday Star Revue*, on ABC's full TV facilities.

Program will be broadcast live Nov. 25, 7:30-9:30 p.m., on the ABC eastern video hook-up of WJZ-TV New York, WFIL-TV Philadelphia, WAAM Baltimore, WMAL-TV Washington, WNAC-TV Boston. It will be repeated in the Midwest by kinescopic recording flown to Chicago for broadcast Nov. 29 on the ABC Midwest TV network of WENR-TV Chicago, WXYZ-TV Detroit, WTMJ-TV Milwaukee, WSPD-TV Toledo, WEWS, Cleveland, WBEN-TV Buffalo, KSD-TV St. Louis. Elgin-American agency is Weiss & Geller, Chicago.

MICHIGAN BULB Co., Grand Rapids, sponsored the "Alan Dale Show," DuMont production televised by WGN-TV Chicago, Oct. 15. Agency is O'Neil, Larson & McMahon, Chicago.

WABD (TV) ALL-DAY SCHEDULE LAUNCHED

WABD (TV) New York at 7 this morning (Nov. 1) is scheduled to start its all-day programming, running from 7 a.m. until the station's regular evening video programs start at 6 p.m., Monday through Friday.

Leonard Hole, WABD general manager, said that the promotion campaign included teasers urging viewers to watch for "WABD Day, Nov. 1," general announcements and others plugging specific programs. All last week the classified advertising columns of the New York newspapers have been running small WABD ads. Under the Lost and Found heading appeared such copy as "Found—All-day television enjoyment on WABD, Channel 5, starting November 1."

Leading New York dailies were to run quarter-page ads over the weekend and four-inch radio page tune-in ads during the coming week. Banners promoting the new daytime schedule on WABD were sent to the metropolitan area's television dealers for display. Once the WABD daytime schedule is on the air, they will probably use these programs in demonstrating their sets. The DuMont organization has stamped all outgoing mail with a circular stamp reading "Daytime Television Starts Nov. 1 —WABD—All Day Long."

WIRED MUSIC STUDIO
COMPLETE

Nine channels with six transcription tables. Six limiting amplifiers fully equipped with interlocking units and RCA broadcast pre-amplifiers.
This equipment is available because of the consolidation of two operators.
The value of the equipment $28,000.00 for quick sale outside of Chicago only $8,500.00.
National Wired Music Corp.
64 West Randolph—S304
Chicago 1, Illinois
• *State 2-4872*
• *Franklin 2-4624*

WLOF
ORLANDO, FLORIDA
950 KC
SERVING THE RICH CENTRAL FLORIDA AREA
5000 WATTS
MBS
Represented By Paul H. Raymer Co., Inc.

AFM

(Continued from page 21)

and five years of musical labor peace promised for recording as soon as governmental approval—which is regarded as certain—is obtained.

Sudden and Surprising

The agreement last Thursday came with suddenness and some surprise. Negotiations between the union and the companies had been broken off two weeks earlier with the curt announcement that the parties "regret" that the discussions had "failed to produce agreement" and that no further conferences were scheduled.

It was learned that the way was paved for resumption of negotiations and swift acceptance of terms by the same key figure who unlocked the first ban which Mr. Petrillo imposed against recordings in the early forties.

It was Milton Diamond, general counsel for the AFM, who conveyed to Brig. Gen. David Sarnoff, president and chairman of the board of RCA, over last weekend a set of union proposals which proved agreeable to the manufacturers.

Mr. Diamond, while attorney for Decca Records Inc., was largely responsible for the royalty payment system, which was adopted by that company and the union in 1943, and which became the pattern for the industry.

The first negotiations had failed, it was understood, when the parties could not agree on the amount of royalty payments. The union proposal which Mr. Diamond bore to Gen. Sarnoff contained concessions from both sides.

The manufacturers agreed to higher royalty scales than those they had proposed during the first negotiations, and the union agreed to abandon its request for retroactive royalties on all records sold since imposition of the ban.

The retroactive payments, upon which the union originally had insisted and to which the companies strenuously objected, were mostly responsible for failure of the first negotiations, responsible sources said.

The exact scale of royalty payments accepted by the manufacturers was not known. The joint statement announced only that "revisions upward" above first proposals had been made.

It was believed, however, that the reported revisions constituted no more than a token increase in the scales which were obtained before the musicians quit work. Authoritative sources spoke of the establishment of a 1% rate on lower-priced records, which would correspond almost exactly to the pre-ban scale.

The agreement specifies that no royalties will be paid on records sold between Jan. 1 and Sept. 30.

If government approval is obtained, the agreement will exist for five years.

Signatories to the compact were Mr. Petrillo and representatives of the following principal record firms: Capitol, Decca, Columbia, King, MGM, Mercury and RCA-Victor. The Phonograph Record Mfrs. Assn. also signed.

With the settlement of its ban against record manufacturers, the AFM was left with only one major dispute on its hands—its refusal to work for transcription companies. At week's end no efforts by Mr. Petrillo to re-open negotiations with transcription firms had been reported, but it was understood that the companies had some assurance that discussions might begin soon, perhaps within a week.

Although the scale of royalty payments from transcription companies differed from that paid by record manufacturers before the ban, both elements of the industry adhered to the basic system.

It was believed that if the revised technique of payment through a trustee were approved in the instance of the record manufacturers, it would be similarly applicable to transcription firms.

Negotiations between transcription houses and the union would therefore hinge upon the establishment of royalty scales, it was believed.

The first AFM ban against recordings was imposed Aug. 1, 1942, and remained intact until September 1943, despite prosecution by the U. S. Dept. of Justice, which accused the union of violating anti-trust laws. The Government's case was fought to the U. S. Supreme Court, which sustained the lower court's acquittal of the union.

In September 1943, Mr. Diamond's formula was accepted by Decca and World Broadcasting System and the AFM, and the front against the union was broken.

In March 1944, while other manufacturers were still holding out against the union, the War Labor Board, by a 2-to-1 vote, ordered the AFM to lift the ban. Mr. Petrillo refused to obey and similarly rejected a personal request by President Roosevelt to let musicians go back to recording.

RCA-Victor and Columbia Records settled with AFM in November 1944. Other companies fell quickly into line.

The royalty agreement signed with the AFM by the recording companies in 1943 and 1944 provided payment to the union of ¼¢ for each 35¢ record sold, ½¢ per 50¢ record and ¾¢ per 75¢ record, 1¢ per $1 record, 2½¢ per $1.50 record, 5¢ per $2 record and 2½% of each record priced above $2.

Transcription companies paid royalties of 3% of their gross revenue to the AFM.

Royalties to Locals

The more than $4.5 million total royalties collected by the AFM between the signing of the original agreements and the imposition of the second ban at midnight last Dec. 31 have been or will be all allocated to various AFM locals. About $3 million of the royalties will have been spent to provide concerts and other musical entertainment and thus assertedly relieve musician unemployment by the end of January 1949. A slush fund of $1.5 million, in other words, would still have been left in the union treasury from royalties at the end of next January even if no further royalties had been received.

At the outset of the ban, the Industry Music Committee, a multipartite group whose formation was stimulated by the NAB, had endeavored to erect a united front in opposition to Mr. Petrillo.

Since no other industry element save record makers has been engaged in a dispute with the AFM in the past few months, that group was disinclined to stand alone on an anti-concession policy. Only the recording manufacturers were suffering business losses because of actions of the AFM, they pointed out, and hence they elected to settle on as reasonable a basis as possible.

For several years the majority of manufacturers, it is known, have not been unfavorably disposed toward royalty payments as a means of keeping peace with the AFM.

The Swing is to WHB in Kansas City
10,000 WATTS IN KANSAS CITY
WHB AM FM
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

TV JOBS

Cosgrove Predicts Million In Five Years

TELEVISION will, five years from now, be giving employment to one million people, and will have injected $8 million into America's economic blood stream, Raymond C. Cosgrove, AVCO Mfg. Corp. (New York) executive vice president, predicted last Monday.

Addressing members of the 20th annual Boston Conference on Distribution, Mr. Cosgrove also foresaw 40 million television sets by 1958, with a total regular audience of 100 million.

Mr. Cosgrove, executive supervisor of AVCO's Crosley Division, television receiver manufacturer, is also director of the company's subsidiary, Crosley Broadcasting Corp.

Through volume production, sets will be in every kind of home by 1958, he told the conference. Television production is growing faster than did radio in its early days, he said, with 500,000 video receivers produced in the first nine months of this year, against 85,000 in the same period last year.

A coaxial cable to be operating in January, linking the eastern and midwestern networks, will complete intercity webs of approximately 5,000 miles of channels linking 15 major cities from the East Coast to the Mississippi River, Mr. Cosgrove pointed out. He predicted that the next five years will see at least 400 television stations in 140 cities.

MEMO TO: GEORGE CASTLEMAN, BERMINGHAM, CASTLEMAN & PIERCE:

WCKY has started the "Dinner Winner" program, Monday thru Friday at 5.45-6 PM. In a spot which already has a 6.4* rating, you can expect a large increase in ratings. For large audience at low cost in Cincinnati, your best buy is WCKY.

(* — *Pulse, July-August 1948*)

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

Programs

TELECASTING of NBC eastern, half-hour television film program, *Floor Show*, began Oct. 21 on KTSL Hollywood by special arrangement with that station. (NBC as yet has no television outlet in the Los Angeles area.) Program will run 11 weeks. Sponsor is Bigelow Sanford Carpet Co., New York. Agency: Young & Rubicam, same city.

'Junior Junction'

CLOTHES TIPS, analyses of teen-agers problems and a variety of music are combined as the fare of new *Junior Junction* show resumed on ABC Sat., Oct. 23 (11 a.m. CST). Johnny Hill is soloist. Maury Murray produces and Mike Brown writes script.

'Boston Merry Go Round'

A CHANGE in locale, celebrity interviews and first night play reviews after the final curtain have been added by Bill Whalen, "Night Watchman" on WCOP Boston. Mr. Whalen has given up his lonely vigil at the station's studios and moved his program, records, turntables and all, to one of Boston's top night spots, the Copley Plaza Merry Go Round. The across-the-board program now becomes *Boston Merry Go Round*.

'Modern Manners'

WEEKLY series of programs covering the social observances of every-day living as well as the problems posed by official life in the Nation's Capital started yesterday (Oct. 31) on WMAL Washington. For the third consecutive season Mrs. Carolyn Shaw, editor of the Social List of Washington and author of a syndicated newspaper column on problems of etiquette, will present the show, *Modern Manners*, under the sponsorship of Brewood's, Washington stationers and engravers. Harold Stepler is the *Modern Manners* announcer.

'Enterprise' by TV

A VIDEO showing of the film "Enterprise" was presented Oct. 20 by WSB-TV Atlanta. Picture tells story of how citizens of Buchanan, Ga., aided by two returned veterans, built an industrial plant and attracted an outside industry, Cluett, Peabody & Co., clothing manufacturer. Story is slated to be told at a later date on *We, the People*.

Children's Concerts

SCHEDULE of three children's concerts are slated for presentation this season on WMAR-FM Baltimore. Programs will feature the Baltimore Symphony Orchestra. Broadcasts are to originate at Eastern High School.

TV First Nighter

AS CELEBRITIES poured into the St. James Theatre for the opening of "Where's Charley?" WPIX (TV) New York inaugurated its *Broadway First Nighters* program. Television show featured Ted Husing as he interviewed famous personalities and introduced them to the video audience. A WPIX mobile unit was on hand to make the pick-up.

Education by TV

SCHOOL CHILDREN'S general reaction to television as an educational medium was checked Oct. 27 by WWJ-TV Detroit. During experiment the station televised a children's concert as presented by the Detroit Symphony Orchestra under the direction of Walter Poole. A group of children watched the program on a theatre-size-screen video set installed in the auditorium at Condon Intermediate School.

'Date With Jody'

NEW record show to start Nov. 1 on WWDC Washington is *Date With Jody*, featuring Jody Miller. Washington's 1948 entry in the Miss America beauty contest. In addition to playing records, Miss Miller will sing several songs on each program. The half-hour will be heard 10:30-11 p.m. (EST), Monday through Friday.

Homecoming

WOAP Owosso, Mich., gave full coverage to Gov. Dewey's homecoming. Station went on air at 8:45 p.m., and from that time until following evening when the Governor left, station carried broadcast of parade in his honor, his speech, and an interview from his home, plus an interview from trainside at the moment of his departure.

Well Done, Senor!

WJJD Chicago's Ernie Simon, who murders the King's English in his daily disc jockey shows, last week was commended for popularizing the "Americanized English language" in South America. Minister of Culture Jose Nuccete Sardi of Caracas, Venezuela, wrote a friend in Chicago and asked him to "personally contact Senor Simon and express the gratitude of the Caracas Athletic Club whose members pick up WJJD skywaves by powerful receiver each morning." Senor Sardi's friend is Jose Manzanaras, Chicago orchestra leader. Mr. Simon and Bob Elson, WJJD sportscaster, also were praised in the Venezuelan minister's letter for their teamwork on the morning *Old Gold Variety Show*.

Local Firms Sponsor New KOMO Live Programs

FOUR NEW sponsors have signed with KOMO Seattle for live shows. All sponsors are Seattle firms.

First of the new programs this fall was *Poole Electric Studio Party*, sponsored by Poole Electric Co. through Romig C. Fuller and Assoc. Try-Empire City Launderers and Dry Cleaning Co. sponsors *Washday Jamboree*, a quiz-style studio party, Mondays, 10-10:30 a.m., through James R. Lunke and Assoc.

Another new show, sponsored by Grunbaum Furniture Co., is a football preview Fridays, 7:45-8 p.m., featuring Howie Odell, new U. of Washington football coach. KOMO also has added the Guy Lombardo show, Sundays, 3-3:30 p.m., with S. L. Savidge, Dodge and Plymouth dealer, as sponsor. The Odell and Lombardo programs are handled through Romig C. Fuller and Assoc. and Paul Swimelar, KOMO account executive.

FIRE PREVENTION
Special Programs Presented By KDYL Salt Lake City

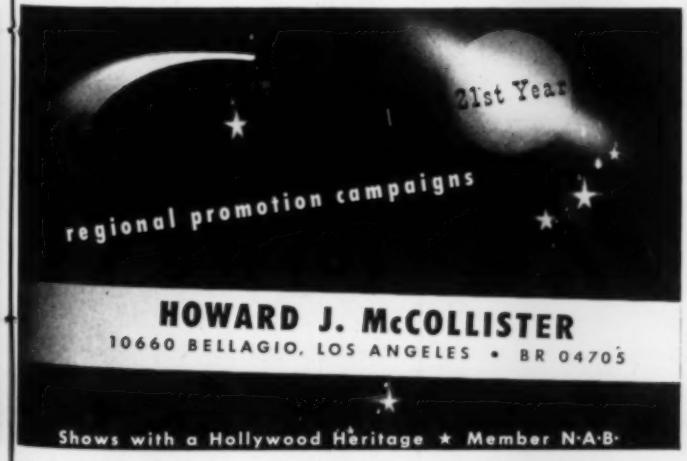
TWO BIG firemen trying to get through one small window was all that marred the KDYL Salt Lake City, Utah, observance of Fire Prevention Week. The station's activities were presented Oct. 8 in conjunction with the city's fire department.

The preliminary build-up for a fire prevention demonstration was given on KDYL's *Something for the Ladies*, a morning program. Later, the fire department brought a hook and ladder truck to KDYL's studios to simulate a rescue of an injured person from the station's sixth floor studios.

While Allen Moll, KDYL special events man, described the action, 5,000 people watched from the street, the station reports.

The fireman went through a studio window to pick up his "rescuee," another fireman, and started the return trip to the street. But the window was too small for both men to get through. While Mr. Moll ad libbed a dramatic account of the rescue, the men had to crawl through the window singly.

KDYL's television station, W6XIS, televised the fire department's selection of a "Miss Flame" as part of its effort for Fire Prevention Week.


21st Year
regional promotion campaigns
HOWARD J. McCOLLISTER
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

GRAB A BIGGER SLICE OF THE AUDIENCE...

Spin These Special RCA Victor "DJ" Platters*

George M. Cohan, Jr.
Give My Regards to Broadway

LENA Horne
One For My Baby
RCA Victor DJ-585

FREDDY Martin
It's Whatcha Do With Whatcha Got

TEX Beneke
Blue Champagne
RCA Victor DJ-586

ROY Rogers
The Kid With the Rip in His Pants

HENRI Rene'
Dizzy Fingers
RCA Victor DJ-587

Golden Gate Quartet
This World is in a Bad Condition

Tampa Red
Grieving Blues
RCA Victor DJ-588

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

New Shows for Recorded Veterans' Series Readied

TWENTY-SIX more programs of the *Here's to Veterans* transcribed series are in production for release early in December, the Veterans Administration announced in Washington last Wednesday. The announcement said a new high of 1,734 AM and FM stations now carry the quarter-hour show.

On the MBS *The Veteran Wants to Know* program, Oct. 17, Carl R. Gray Jr., Administrator of Veterans Affairs, paid high tribute to the talent unions and other industry groups for helping to bring about wide acceptance of *Here's to Veterans*. He also introduced Clayton Collier, president of American Federation of Radio Artists, who acknowledged the tribute and discussed opportunities for veterans in the radio field.

TV FOR ACA

CANADIAN ADVERTISERS learned some of the problems of television and its advance as an advertising medium at the 34th annual meeting of the Assn. of Canadian Advertisers, meeting at Toronto, Oct. 29. Television progress was outlined by Dr. Peter Langhoff, research director of Young & Rubicam, New York, and TV in advertising was detailed by Walter Craig, Benton & Bowles, New York.

"The success or failure of television as an industry rests on the coordinated progress of four principal groups, the manufacturers, the broadcasters, the advertisers, and the public," Dr. Langhoff said. "Since September 1947, U. S. manufacturers have stepped up the rate of production of television receivers from 16,000 per month to nearly 80,000 per month with a good prospect of reaching 100,000 in December. Applicants for television broadcasting licenses have increased from 89 to 430. The roster of advertisers using the medium has lengthened from 89 to 500. The television audience in these 12 months has added 550,000 set-owning families."

"In these four trends," he continued, "we have the evidence that the Big-Four are pulling together. Each must support a heavy financial load. The capital investment in transmitters alone for some 400 assigned and available channels will amount to $80 million. While quite a significant investment, it is but one-tenth of the $800 million the public is expected to invest in receiving sets in the next two years. Expenditures for programs, too, which are small today may well come to exceed the present expenditures for radio and be budgeted in the hundreds of millions annually. . . ."

Television is now within the reach of 43 million people, 30% of the total population, Dr. Langhoff told the group. "The completion of stations which have construction permits will increase this coverage to 63 million people, or 44% of the U. S. total," he explained.

Mr. Craig, discussing TV in advertising, stated that "the facts and figures of television development in the United States certainly indicate that a new mass-medium for advertising has been born and that it is likely to grow with great rapidity. . . ."

"The programming of television confronts the advertising agency with many new problems," he said, "both in preparation and in production. In radio, preparation means a script, the music and the sound effects. In television we lose none of these, and we must also prepare the scenery, costumes, props and the cast, which must memorize the performance before the show is actually rehearsed before the cameras.

"In radio, production means directing the actors in reading their lines. In television, we must direct them in their actions as well. In addition, we must know about lighting, camera angles, make-up, pantomime, miniatures, film, process shots, and most important of all, the short-cuts in all of these things that will enable us to get the most for our money, because television is going to be expensive at best. Carelessly done, it can be catastrophically so."

However, Mr. Craig predicted that television would be worth the time and cost. "In this new medium," he said, "we have a combination of the pictorial possibilities of print, the power of persuasion of the human voice and the graphic and dynamic qualities of the billboard, plus, as an extra aid to memory, the eye-witness effect on each and every viewer."

Canadians Hear Craig, Langhoff on Video

Handful of Cars

SPORTS Director Jack Bradley and Salesman Tom Garten of WSAZ Huntington, W. Va. received assurances from Lucien P. Watts, president of Huntington's Watts Motor Co., that each would receive a shiny new Hudson model if the first few broadcasts of the Marshall College football games Mr. Watt's firm was sponsoring went off smoothly. The station did a bang-up job on the first few broadcasts and went to the agency to drive their cars from the showroom floor. Mr. Watts, in recognition of the station's "model" job, gave them an appropriate gift. They carried the "model" new Hudsons from the agency in the palms of their hands.

GEORGE GOUGE DIES; WAS BBDO DIRECTOR

GEORGE FREDERICK GOUGE, 58, retired vice president of BBDO, New York, died Oct. 20 after a heart attack suffered while playing golf at Sea Island, Ga.

Mr. Gouge, who was also a director of the agency, retired in 1946. He joined Barton, Durstine & Osborn agency in 1921, a year after it was founded. In 1926 he was made the agency's fourth director with its three principals, and in 1928 was one of the men who directed its merger with the George Batten Co.

During his tenure with BBDO he handled duPont, U. S. Steel, General Electric, U. S. Navy, Consolidated Edison, Servel, Brown & Williamson Tobacco and other accounts.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 EXecutive 1230
1833 M STREET, N. W.
WASHINGTON 6, D. C.

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

LEE E. BAKER
Consulting Radio Engineer
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

Reese Steel Erection Co., Inc.
"Engineered Erection"
of AM FM TV Towers & Antenna
Emergency Repair Service
419 Grand Traverse St.
Flint, Michigan

CKNW CHNW
THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"
CALL FORJOE • In Canada, RADIO REPS

NBC AFFILIATE
WORZ
ORLANDO FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representatives: J. P. McKINNEY & SON

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. Resetar Hotel
Washington 4, D. C. Watsonville, Calif.

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
LIttle Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—DIstrict 8456
Washington 4, D. C.

Commercial Radio Equip Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D.C.

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D .C.

Worthington C. Lent
Consulting Engineers
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N. E.
Atlanta, Ga. Atwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 Lillian Way GLadstone 6178
HOLLYWOOD, CALIFORNIA

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

GUY C. HUTCHESON
1100 W. ABRAM ST PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
Management Training Associates
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitler
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

MERL SAXON
203 W. Hutchison Street
Telephone 888 or 211
San Marco, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St., N. W. EX. 8073
Washington 5, D. C.

KFMB
(AND KFMB-FM)
sells
SAN DIEGO
PUT YOUR PRODUCT IN BEST POSITION
ON THE STATION WITH BEST POSITION
1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

MUSIC . . .
SPORTS . . .
24 NEWS . . . hours a day
WINZ
FLORIDA'S
BIG
INDEPENDENT
940 KC
clear channel
FULL TIME
Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH
Studios:
MIAMI, MIAMI BEACH and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH HOTEL
Jonas Weiland, *President*

October 22 Decisions . . .

BY COMMISSION EN BANC

AM—1340 kc

Lewis & Clark Bcstg. Corp., Helena, Mont.—Granted CP new AM station 1340 kc 250 w unl.; engineering cond.; estimated cost $16,535.

AM—1540 kc

The McPherson Bcstg. Co., Inc., McPherson, Kan.—Granted CP new AM station 1540 kc 250 w D; estimated cost $19,500.

AM—1430 kc

Advocate Printing Co., Newark, Ohio—Granted CP new AM station 1430 kc 500 w D, on cond. permittee accept any interference that might be caused if applications of Steubenville or Weirton are granted; estimated cost $14,750.

AM—1250 kc

Red Wing Bcstg. Co., Red Wing, Minn.—Granted CP new AM station 1250 kc 1 kw D; estimated cost $32,550.

AM—1270 kc

Carolina Bcstg. System Inc., Greenville, N. C.—Granted CP new AM station 1270 kc 1 kw D; engineering cond.; estimated cost $23,500.

AM—1540 kc

Good Neighbor Bcstg. Co., San Antonio, Tex.—Granted CP new AM station 1540 kc 250 w D; estimated cost $12,522.

AM—1240 kc

WTAX Springfield, Ill.—Granted CP install new vertical ant., mount FM ant. on AM tower and change trans. and studio sites.

Modification of CP

WCON Atlanta, Ga.—Mod. CP AM station to allow changes in DA.

Modification of License

WBEL Beloit, Wis.—Granted mod. license increase 500 w D to 1 kw D, on 1380 kc.

AM—1270 kc

WHLD Niagara Falls, N. Y.—Granted CP change 1290 kc to 1270 kc, increase 1 kw D to 5 kw D, change type trans. and trans. site and install DA.

AM—680 kc

WPTF Raleigh, N. C.—Granted CP make change in DA, mount FM and TV ant. on one tower and change trans. site; engineering cond.

Modification of CP

KTKC Fresno, Calif.—Granted mod. CP to change DA-DN from DA-1 to DA-2 and for approval of main studio locations on following cond.: Prior to commencement of construction, permittee will make such measurements by means of test trans. as are necessary to establish suitability of proposed trans. site and Commission approval of site will be necessary before issuance of CP; after operation is commenced permittee is to provide means whereby field measurements can be made weekly at sufficient number of monitoring points to indicate whether proper operation of DA is being maintained; permittee shall be required to correct legitimate complaints arising from interference occasioned by so-called blanketing effect of strong signals within 250 mv/m contour.

ACTIONS ON MOTIONS

(By Commissioner Walker)

WINX Washington, D. C.—Granted petition for leave to intervene in hearing on application of James Madison Bcstg. Corp.

Crosley Bcstg. Corp., New York—Granted petition of leave to amend FM application to specify Channel 286 and make minor engineering changes in application.

N-K Bcstg. Co., Muskegon, Mich.—Dismissed as moot petition for waiver of Sec. 3.30 (a) of rules to permit broadcast location to be specified as Muskegon, Mich.

KTHT Houston, Tex.—Granted motion to accept late appearance in re proceeding in Doc. 9086 et al.

Tri-State Meredith Bcstg. Co., Des Moines—Granted petition for leave to amend application for TV station to show changes in stock control.

Harding College, Searcy, Ark.—Granted petition for leave to amend application to specify 1450 kc 250 w unl. in lieu 1490 kc 100 w unl. Amendment was accepted and application removed from hearing docket.

The Ponca City Pub. Co., Ponca City, Okla.—Granted petition to dismiss without prejudice AM application.

Brunswick-Islands Bcstg. Co., Brunswick, Ga.—Granted petition to dismiss without prejudice AM application.

Wyandotte News Co., Wyandotte, Mich.—Granted petition for leave to amend application to specify 1240 kc 100 w unl. in lieu 1540 kc 250 w D. Amendment was accepted and application removed from hearing docket.

Three Rivers Bcstg. Co., Kennewick, Wash.—Granted petition to dismiss without prejudice AM application.

Ben K. Weatherwax, Aberdeen, Wash.—Granted petition for continuance of hearing scheduled Nov. 1 at Hoquiam, Wash., to Nov. 24 at Hoquiam, in re applications in Doc. 7825, 7826.

Brennan Bcstg. Co., Jacksonville, Fla.—Granted petition for leave to amend application to make minor changes in engineering figures relative to proposed ant. array.

Rock River Valley Bcstg. Co., Watertown, Wis.—Dismissed petition requesting leave to amend AM application.

Puerto Rico Communications Authority, San Juan, P. R.—Commission on own motion continued to Nov. 8 at Washington hearing scheduled Oct. 25, in re FM application.

KXRO Aberdeen, Wash.—Granted petition to continue hearing scheduled Nov. 4 to Dec. 13 at Hoquiam, Wash., on AM application.

Lakeland Bcstg. Corp., Wausau, Wis.—Granted petition for leave to amend application to show network affiliation is proposed, etc.

Manistee Radio Corp., Manistee, Mich.—Granted petition for leave to amend application to show addition of two officers and directors; to show change in corporation's by-laws; to show network affiliation, etc.

Sayre Printing Co., Sayre, Pa.—Granted petition to dismiss without prejudice AM application.

October 22 Applications . . .

ACCEPTED FOR FILING

Acquisition of Control

WTUX Wilmington, Del.—Voluntary acquisition of control of licensee corporation from J. M. Frere to Gordon MacIntosh, Gwen MacIntosh and Howard Robinson.

License for CP

WHSY Hattiesburg, Miss.—License to cover CP new standard station.

TENDERED FOR FILING

AM—950 kc

WKNA Charleston, W. Va.—CP increase power from 1 kw to 1 kw-N 5 kw-D and change type trans.

APPLICATION RETURNED

FM—106.3 mc

Hinsdale Community Civic and Educational Assn., Hinsdale, Ill.—CP new FM station Class A, Channel 292 (106.3 mc), ERP 1 kw. RETURNED Oct. 20. Incomplete.

October 25 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

KWEM West Memphis, Ark.—Resubmitted application for relinquishment of negative control of licensee corporation from Beloit Taylor to John F. Wells and Phillip G. Back.

WJAS Pittsburgh—Involuntary transfer of control of licensee corporation from H. J. Brennen, deceased, to H. Kenneth Brennen, and Margaret M. Brennen, executors of estate.

WHJB Greensburg, Pa.—Involuntary transfer of control of licensee corporation from H. J. Brennen, deceased, to H. Kenneth Brennen and Margaret M. Brennen, executors of estate.

Assignment of License

WEEK Peoria, Ill.—Voluntary assignment of license from West Central Bcstg. Co. to Robert S. Kerr, D. A. McGee, T. M. Kerr, T. W. Fentem, Dean Terrill, Grayce B. Kerr, and Geraldine H. Kerr, partnership d/b as West Central Bcstg. Co.

KORC Mineral Wells, Tex.—Voluntary assignment of license from Raymond W. River and Herman S. Boles, partnership d/b as Radio Station KORC to Raymond W. River.

Modification of CP

WGBS Miami, Fla.—Mod. CP increase power, etc., for extension of completion date.

Transfer of Control

WJAS-FM Pittsburgh — Involuntary transfer of control of CP from H. J. Brennen, deceased, to H. Kenneth Brennen and Margaret M. Brennen, executors of estate.

License for CP

KFH-FM Wichita, Kan.—License to cover CP new FM station.

WHAI-FM Greenfield, Mass.—Same.

WKRS Waukegan, Ill.—Same.

WKOK-FM Sunbury, Pa.—Same.

Modification of CP

WJBK-FM Detroit—Mod. CP new FM station for extension of completion date.

WTTM-FM Trenton, N. J.—Same.

WBCA Schenectady, N. Y.—Same.

WKAP-FM Allentown, Pa.—Same.

KVME Merced, Calif.—Same.

WWVA-FM Wheeling, W. Va.—Same.

WHSF Madison, Wis.—Mod. CP new non-commercial educational FM station to change frequency from Channel 217 (91.3 mc) to Channel 220 (91.9 mc).

WTVN Columbus, Ohio — Mod. CP new commercial television station for extension of completion date.

WICU Erie, Pa.—Same.

ACTIONS OF THE FCC

OCTOBER 22 to OCTOBER 28

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours
SSA-special service authorization	CG-conditional grant	

"VIC" DIEHM SAYS:

Get in the Know - Now!
Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact
Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.
AFFILIATED WITH NBC - MBS
WAZL
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
Established 1932 - Hazleton, Pa.

KRSC-TV Seattle, Wash.—Same.

TENDERED FOR FILING

AM—1490 kc

WVEC Hampton, Va.—CP change frequency from 1050 to 1490 kc, hours from D to unl. and change trans. location. (Contingent on WSAP change in facilities.)

AM—1350 kc

WSAP Portsmouth, Va.—CP change frequency from 1490 to 1350 kc, power from 250 w to 5 kw, install DA-DN, change type trans. and change trans. location.

October 26 Decisions . . .

BY THE SECRETARY

KBYR Anchorage, Alaska—Granted extension of waiver of Sec. 3.30(a) to permit use of studio at trans. location pending completion of main studio at Anchorage, from Oct. 25 for period not to exceed 60 days.

WLOF-FM Orlando, Fla.—Granted request to cancel CP for new FM station.

Following were granted mod. CPs for extension of completion dates as shown: KING-FM Seattle, Wash., to 2-28-49; WBGE-FM Atlanta, to 2-8-49; WNAC-FM Boston, to 1-15-49; KGLO-FM Mason City, Iowa, to 2-16-49; WHFM Rochester, N. Y., to 5-1-49; KGBC-FM Des Moines, to 1-24-49; KRMD-FM Shreveport, La., to 1-1-49; WNYE Brooklyn, N. Y., to 11-30-48; WLOS-FM Ashville, N. C., to 12-18-48; WISR-FM Butler, Pa., to 2-26-49; WFHR-FM Wisconsin Rapids, Wis., to 12-15-48; WSLB-FM Ogdensburg, N. Y., to 11-19-48; WSAN-FM Allentown, Pa., to 1-13-49; WJBY-FM Gadsden, Ala., to 2-1-49; WBKA Brockton, Mass., to 11-11-48.

WTBC Tuscaloosa, Ala.—Granted license change frequency and install new vertical ant.

WIZK Land O'Lakes Bcstg. Corp., Area Cambridge, Ohio—Granted license for new remote pickup.

KTRN Raton, N. M.—Granted mod. CP to change type trans.

WOAY Oak Hill, W. Va.—Granted mod. CP to mount FM ant. on side of present AM tower.

W6XYZ Pasadena, Calif.—Granted mod. CP for extension of completion date to 12-31-48.

WBCZ WHEB Inc., Area Portsmouth, N. H.—Granted reinstatement of CP to install new trans. in remote pickup and granted license to cover same.

Biddeford Bcstg. Corp., Biddeford, Me.—Granted mod. CP to change type trans. and for approval of ant. and trans. location.

Following were granted mod. CPs for extension of completion dates as shown: KFDM-FM Beaumont, Tex., to 2-25-49; KRGV-FM Weslaco, Tex., to 2-12-49; WRWR Albany, N. Y., to 1-1-49.

WMMB Melbourne, Fla.—Granted license new AM station; 1050 kc 250 w D.

WATC Cambridge, Mass.—Same—740 kc 250 w D.

KASI Ames, Iowa—Same—1430 kc 1 kw D.

WCNB Connersville, Ind.—Same—1380 kc 250 w D.

KPST Preston, Idaho—Same—1340 kc 250 w unl.

KXRX San Jose, Calif.—Same—1500 kc 1 kw DA unl.

WEUS Eustis, Fla.—Same—790 kc 1 kw DA unl.

WHED Washington, N. C.—Same—1340 kc 250 w unl.

WDXB Chattanooga, Tenn.—Same—1490 kc 250 w unl.

WVEC Hampton, Va.—Same—1050 kc 250 w D.

KYOU Greeley, Col.—Same—1450 kc 250 w unl.

KDRO Sedalia, Mo.—Granted license install new vertical ant. and mount FM ant. on AM tower.

WTMA Charleston, S. C.—Granted license to use old main trans. for aux.

KQV Pittsburgh—Granted license install old main trans. at present location of main trans. for aux.

WSAV Savannah, Ga.—Granted license install aux. trans. at present location of main trans.

WMBR Jacksonville, Fla.—Granted license install old trans. at present location of main trans. to be used as aux.

KFDA Amarillo, Tex.—Granted license change frequency, install new trans. and vertical ant., install DA-N and change trans. location.

KFSD San Diego, Calif.—Granted license use old main trans. for aux. purposes.

KIUP Durango, Col.—Granted license install new trans.

WGOV Valdosta, Ga.—Granted license change frequency, increase power, etc.

WOSH Oshkosh, Wis.—Granted license install new vertical ant. and mount FM ant. on top of AM tower.

WFPG Atlantic City—Granted license install new ant. and change trans. location.

WOBT Pelican, Wis.—Granted license install new vertical ant. and change trans. location.

KFNF Shenandoah, Iowa—Granted license to use old main trans. for aux.

WIRC Hickory, N. C.—Granted voluntary assignment of CP to Foothills Bcstg. Inc.

KWOC Poplar Bluff, Mo.—Granted CP make changes in vertical ant. and mount FM ant. on the AM tower.

WLAY Sheffield, Ala.—Granted request for cancellation of CP to make changes in vertical ant., change type trans. and change trans. and studio locations.

Southland Industries Inc., Area San Antonio, Tex.—Granted CP new exp. TV relay.

General Electric Co., Area Schenectady, N. Y.—Same (two relays).

The Evening Star Bcstg. Co., Washington, D. C.—Same.

WLOU Louisville, Ky.—Granted mod. CP to change type trans.

KELK Elko, Nev.—Granted mod. CP to change type trans., make changes in vertical ant. and change trans. and studio locations.

KTIS Minneapolis—Granted mod. CP for approval of ant. and trans. location, and mount FM ant. on AM tower.

KINE Kingsville, Tex.—Granted mod. CP to change type trans.

Voice of Little Rhody, Newport, R. I.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and to specify studio location.

KGMI Denver—Granted mod. CP to change type trans., for approval of ant. and trans. location, and to specify studio location.

WROY Carmi, Ill.—Granted mod. CP to make changes in vertical ant., change trans. location, and to specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: KING Seattle, Wash., to 2-11-49; WMFF Plattsburg, N. Y., to 1-31-49; KCFM Kansas City, Mo., to 2-18-49; WRNY-FM Rochester, N. Y., to 1-30-49; WNAD Norman, Okla., to 2-1-49.

Bamberger Bcstg. Service Inc., Area New York—Granted license for new exp. TV relay.

WMIL Milwaukee, Wis.—Granted request to cancel voluntary assignment of CP to Majestic Bcstg. Co.

Following were granted mod. CPs for extension of completion dates as shown: WBAP-FM Ft. Worth, Tex., to 12-15-48; KTRB-FM Modesto, Calif., to 12-15-48; KMJ-FM Fresno, Calif., to 2-10-49; WSB-FM Atlanta, to 12-15-48; WFDF-FM Flint, Mich., to 1-1-49; WNHC-FM New Haven, Conn., to 12-15-48; WAIR-FM Winston-Salem, N. C., to 2-1-49; WROV-FM Roanoke, Va., to 2-5-49; WOR-FM New York, to 3-15-49; WAVZ-FM New Haven, Conn., to 12-30-48; WLAG-FM LaGrange, Ga., to 11-20-48; WBIB New Haven, Conn., to 3-30-49; WNAD-FM Moore, Okla., to 2-1-49; KALW San Francisco, to 5-10-49; KRAI Craig, Col., to 10-20-48; KRNT Raton, N. M., to 12-13-48; W6XNO Hollywood, Calif., to 5-4-49.

FCC Correction

Report of Oct. 20 is corrected by FCC as follows:

WINC-FM Winchester, Va.—Desig-

(Continued on page 81)

ADDENDA AND CORRECTIONS—1948 BROADCASTING MARKETBOOK

MARKETBOOK subscribers are urged to make the following changes and additions on their copies of the 1948 issue.

Page No.	Listing	Changes
60	Florida Map	Add triangle symbol for one station in St. Augustine, St. Johns County, below Jacksonville.
64	Map	Eliminate one station symbol in Buckhead, Morgan County. Station WQXI should be listed in Atlanta.
66	AM Listing	Eliminate KBS affiliation for WBBQ Augusta.
81	AM Listing	In Kokomo, WIOU is on the air as a CBS outlet;
97	Radio Markets by Cities	Add Hooper under 'Surveys Available' in Lexington.
135	AM Listing	WKMO is KBS station. KCKM Kansas City is not an MBS affiliate.
152	N.J. Map	Vineland is in Cumberland County, 10 miles east of Bridgeton, in center of Cumberland County.
155	AM Listing	Change frequency KVER Alberquerque from 1490 to 1340.
159	AM Listing	WHN—New York—call letters changed to WMGM. WIBX Utica—now broadcasting on 950 with 5000w.
170	FM Listing	Add Greensboro opposite to WGBG-FM and eliminate WBIG-FM above.
180	Ohio Map	Add triangle symbol for one station in Cambridge, Guernsey County, near Bellaire.
200	AM Listing	WLAN Lancaster should read: WLAN 1390 1000 ABC
224	Radio Markets by Cities	Add Hooper survey to Amarillo.
247	AM Listing	ADD ABC affiliation to WMAW Milwaukee; eliminate ABC from WEMP Milwaukee.
		Advertising Correction
109	Maine Broadcasting System	Figures in day and night boxes below map should be 85 in both cases.
241	KIMA Yakima, Wash.	Change frequency to 1460 kc.

MORE Advertisers USE KOIL THAN ANY OTHER RADIO STATION IN OMAHA & Council Bluffs

BASIC ABC 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

The QUA in WQUA means QUAlity Service and QUAntity Audience in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
RADIO CENTER, MOLINE, ILL.

Down in Carolina ☆ ☆ ☆ ☆

"Nothing Could Be Finer"

WNAO RALEIGH North Carolina
The News and Observer Station
5000 WATTS • ABC • 850 KC.
Ask AVERY KNODEL, INC.

DICK HARRIS has been appointed sales promotion and publicity director of KELO Sioux Falls, S. D. He has been with station as salesman for past year.

Mr. Harris

EASTER STRAKER has resigned as publicity manager for **EDDIE HUBBARD**, WIND Chicago disc jockey. She plans to return to Chicago after a one-month vacation to resume publicity work.

TED WORNER has been appointed publicity director of WMCA New York, succeeding **R. PETER STRAUSS**, who has been named head of special features for the station. Mr. Worner joined WMCA last winter as a special publicity representative.

Good Neighbor Policy

WINNERS of letter writing contest, "Why I Like Living in Mexico," sponsored by XEFO Mexico City in connection with its *Good Neighbor Time*, will receive six pairs of nylons from Medalia, American hosiery company manufacturing in Mexico. Contestants must be non-Mexicans since appreciation of hospitality toward foreigners is to be emphasized. Muriel Rogers conducts the thrice-weekly English language show.

'Only a Jackass . . .'

URGING residents of Atlantic City, N. J., to support Community Chest campaign, WMID Atlantic City dressed a donkey with a blanket on which these words were written, "Only a Jackass wouldn't support the Community Chest. How about you! Today is Red Feather Day on WMID. . . ."

Radio Write-up

LATEST WCOP Boston promotion piece capitalized on *Boston Globe* columnist Joe Dineen's review of disc jockey Ranny Weeks' *Record Rack* show. Sheet reproduces the Dineen column with the Weeks' plug silhouetted, and is headed "Joe Dineen takes a 'Quick Look' at the Ranny Weeks Record Rack."

Only station saturating rich Western Washington market!

KIRO

CBS SEATTLE TACOMA

THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

Promotion

Proverbs

KIXL Dallas, Texas, offered a $100 prize for best group of "Think It Overs" submitted by listeners. Station features the proverbs and bits of philosophy as station breaks: "Here's something to think about"—the thought—then, "Think it over," with musical background. Station reports 5,123 entries in two-week period.

Keyhole

THROUGH keyhole of WBBM Chicago is introduction to station's promotion piece which tells why it is "most sponsored station for 22 years!" Folder is bright green and features man holding WBBM microphone seen through a keyhole.

For the Children

WGAT Utica, N. Y., devotes its Tuesday broadcast of *Club 1100* to children at the Children's Hospital Home of Utica. One Tuesday Mel Fein, m.c., asked listeners to send any surplus records they had to the "kids," and to date they have received over 300 records. Mr. Fein visited local record shops and asked owners to donate a specified number of records a week until the hospital's newly started record library was built up; again, overwhelming response. He also wrote to 31 record companies to request records, and many agreed to forward their latest releases. Each Monday Mr. Fein visits the children to find out what they want to hear on their program, and he has apt reason to say, "Don't sell short on the human race, especially those in Utica."

'Moon at Sea'

WHEN Don Evans, disc jockey at WGKV Charleston, W. Va., aired "Moon at Sea," 15-year-old Columbia release, audience response was so good that he had to ask Columbia to repress the disc and release it in the Charleston area. In addition the Charleston Electrical Supply Co. distributed Mr. Evans' picture with every purchase of "Moon at Sea."

Washing and Ironing

"THING" contest started by Bill Wilson on his 8:15 a.m. show over WDOD Chattanooga resulted in his donating himself as prize for most unusual "thing" sent in by a listener. Mr. Wilson asks his listeners to send in just "anything." At end of week, donor of most unusual "thing" receives a prize. Two weeks ago he found himself doing three hours of housework for the winner.

Elevated Promotion

FOURTEEN kinds of posters plugging as many NBC programs aired over WMAQ Chicago are being exhibited in elevated train coaches in a month-long advertising campaign planned by Harold A. Smith, WMAQ promotion manager. The 18-by-24-inch two-color posters, produced by the NBC New York promotion staff, have been placed in preferred positions at the ends of the passenger coaches.

FM Promotion

PROGRAM schedule for the month is included in a circulation campaign by the *St. Cloud* (Minn.) *Daily Times* for its KFAM (FM). A letter of solicitation was sent to 42,000 non-subscribers by Fred Schilpin, publisher, with a postscript calling attention to the FM programming. The paper recently printed a 16 page special FM edition.

KFWB, KMPC SETTLE DISPUTE WITH AFRA

SETTLEMENT resulting in approximately 6% raise for staff announcers was reached last week between AFRA and two Los Angeles independent stations, KFWB and KMPC. Increase originally aimed at by the union was 12%. KFWB announcers were raised from $80 to $87.50 per week; KMPC's from $85 to $90 ($5 increase had been effected there six months ago).

Nine Los Angeles area stations remain to settle similar increases for staff announcers with the union; no negotiation plans were underway, however, as BROADCASTING went to press. If no settlement is made within the next few days, Claude McCue, AFRA executive secretary, reports that the union will apply to the Los Angeles labor council, and, if no satisfaction is received there, the union will be forced to strike.

Stations holding off are KLAC KFAC KFVD KGER KFOX KGFJ Los Angeles; KXLA KWKW Pasadena and KGIL San Fernando. Their present wage scales reportedly range from $60 to $85.

Surgery Telecast

FIRST Pacific Coast telecasting of actual surgery was done by KTTV Los Angeles at the convention of American College of Surgeons in Los Angeles. Using five television cameras set up in two operating rooms of Los Angeles General Hospital, operations were telecast to receivers at convention headquarters at the Biltmore Hotel during the convention Oct. 18-22, three hours during morning and two and one-half hours in the afternoon. Receivers were provided by RCA who set up a 6 x 8 foot projection type, and General Electric, two 18 x 24 in. projection receivers and eight table model sets.

ABC Is Replacing Eight Sustainers

'Candid Microphone' Discarded, Stafford Among New Shows

ABC last week said it is discarding eight sustaining programs, including the critically acclaimed *Candid Microphone*.

No reason was given for the reshuffle, but it was understood that the network had given up hopes of selling the sustainers which it was abandoning.

Mondays: 9-9:30 p.m. *Music and Mr. Blaine* was replaced Oct. 25 by Glenn Osser and his orchestra.

Tuesdays: 9:45-10:30 p.m., *Chamber of Music* will be replaced Nov. 9 by the Detroit symphony.

Thursdays: 7:30-8 p.m. *Final Edition* will be replaced Nov. 11 by *Theatre U. S. A.*, produced in cooperation with the U. S. Air Force and the American National Theatre and Academy; 8:30-8:55 p.m. *Personal Autograph* will be replaced Nov. 11 by the *Jo Stafford Show*, sponsored by Revere Camera Co.; 9:30-10 p.m. *Candid Microphone* will be replaced Nov. 4 by *My Job Is Manhattan*.

Saturdays: 10-10:30 a.m. *This Is for You* was replaced Oct. 23 by the *ABC Concert of American Jazz*, a program of records; 10:30-10:45 a.m. Johnny Thompson was replaced Oct. 23 by *This Is for You;* 6-6:30 p.m. The Brownlee Sisters and Felice Quartet was replaced Oct. 23 by *Speaking of Songs*.

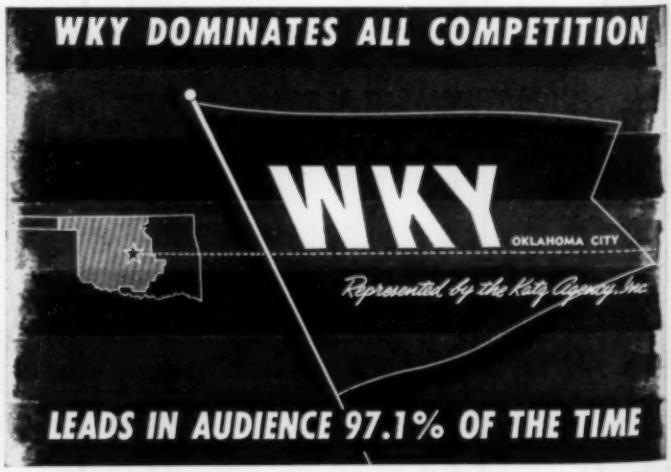
Sundays: 9-9:30 a.m. *Coast to Coast On a Bus* will be replaced Nov. 14 by *Sunday Morning Concert Hall*.

Education Shows Slated By WKBS-Long Island U.

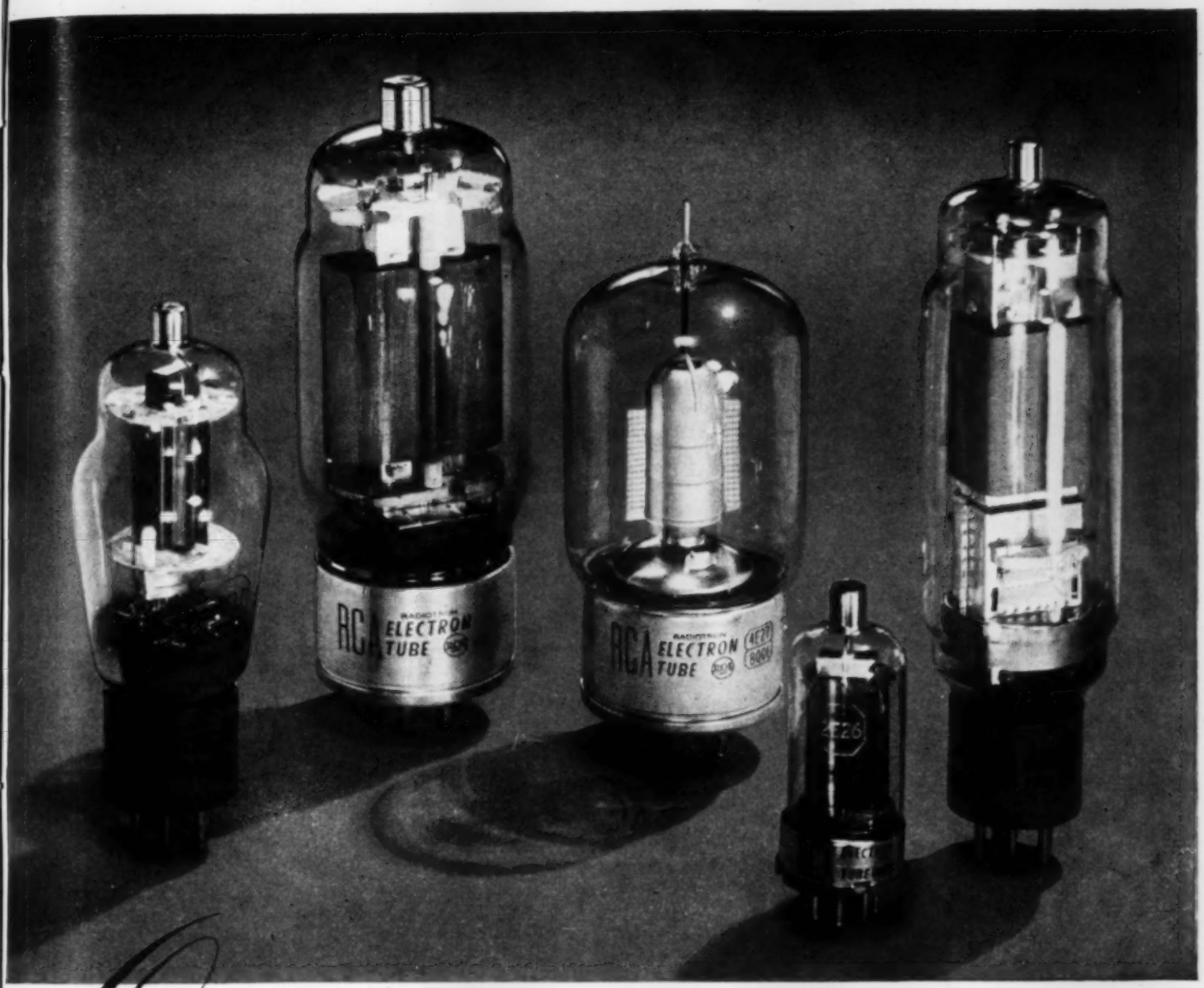
WKBS Oyster Bay, N. Y., has offered its facilities to students and faculty members of Long Island U. for the production of educational programs.

The station, a 250-w daytimer on 1520 kc, is scheduled to begin operations in a few weeks, according to Lee Hollingsworth, president of WKBS. Students and faculty will work with WKBS personnel in planning programs.

WKY DOMINATES ALL COMPETITION



LEADS IN AUDIENCE 97.1% OF THE TIME



Our specialty BEAM POWER TUBES

These are beam power tubes built for reliable broadcast station operation. Like all RCA beam power tubes, they have high-power sensitivity, high-cathode emission, lasting vacuum.

In your transmitter, these are the tubes that make possible fewer stages, fewer components, and fewer tuning controls. And, with their conservative ratings for hour-after-hour service, they assure you maximum performance for your money.

Naturally, we specialize in the most complete line of beam tubes ever offered for broadcasting because we're pioneers in beam tube design. Check the chart for the type you want. Then buy RCA. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section KP 36-1, Harrison, New Jersey.

RCA BEAM POWER TUBES FOR BROADCASTING

Type No.	Heater (or Fil.) volts	Max. Plate Dissip. watts*	Max. DC Plate volts*	Max. Freq. at max. ratings (Mc)	User's Price
2E26	6.3	6.7	400	125	$ 3.85
4E27	5.0	65	3000	75	24.50
807	6.3	16.5	475	60	2.50
813	10.0	67	1600	30	16.00
814	10.0	34	1000	30	14.25
815	6.3/12.6	13.5	325	125	6.90
828	10.0	47	1000	30	13.75
829-B	6.3/12.6	28	600	200	16.25
832-A	6.3/12.6	10	600	200	11.75
	*class C telephony (CCS)				

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Gluck Elected President Of N.C. AP Radio Assn.

AP radio members in North Carolina formed the North Carolina AP Radio Assn. and elected E. J. Gluck, WSOC Charlotte, president at a recent meeting. The group was formed in conjunction with the meeting of the North Carolina Assn. of Broadcasters.

AP's Oliver Gramling, who made the announcement last Tuesday, said the other officers of the North Carolina group are: Frank Jarman, WDNC Durham, first vice president; W. R. Roberson Jr., WRRF Washington, second vice president; Paul Hansell, AP bureau chief at Charlotte, secretary, and E. Z. Jones, WBBB Burlington, treasurer.

Long Island U. Sets Up G. Polk Endowment Fund

AN ENDOWMENT fund honoring George Polk, CBS correspondent slain in Greece last May, has been established at Long Island U., New York.

The fund of "several thousand dollars" was set up by Harry Diamond, a Brooklyn businessman, and provides for an annual award of up to $500 to the metropolitan newspaper or newspaperman "that best exemplifies the ideals for which George Polk died." Winners are to be selected each May by the dean and ten members of the university's journalism department.

A 1 1/2

BILLION

DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Polk Trial Likely To Be in January

THE TRIAL of a Greek mother and son held in Athens for alleged complicity in the murder of CBS Correspondent George Polk probably will be held in January, according to William J. Donovan, counsel for the Overseas Writers Committee. Mr. Donovan, who has returned from his fifth trip to Greece on behalf of the committee, which was formed to sponsor an independent probe of the Polk slaying, spoke last Monday at a political luncheon in New York.

Mr. Donovan praised the late CBS reporter as "a very competent, intrepid newsman," and called him "a symbol" of all correspondents who risk their lives to get the news. "If he is murdered and there is no investigation, then no one is going to be safe," Mr. Donovan declared.

He added that until the Overseas Writers Committee was organized, nothing had been done by the Greek Government, the U.S. Embassy in Athens or the U.S. State Dept. to press for a solution of the murder. This statement was challenged later by Davidson Taylor, CBS vice president and director of public affairs, who told BROADCASTING in reply to a query that the U.S. Consul in Salonika, Raleigh Gibson, has been making representations to the Greek Government since the day the body was found in Salonika Bay, last May 16. Mr. Taylor added that CBS has also had its own newsmen on the scene since the beginning of the case.

The CBS executive conceded, however, that organization of the Overseas Writers Committee, which is headed by Walter Lippman, has greatly increased efforts in all quarters to solve the Polk murder.

Out of the Red

IF YOU looked for Southern Pines, N. C., on your map, you'd find it on the edge of the Pinehurst Golf Course at which a number of National Opens have been played. But Southern Pines enjoys (or laments) two broadcast stations. They are WEEB (1360 kc, 1 kw daytime on MBS) and WSTS (990 kc, 250 w daytime, independent). Jack S. Younts, former American Airlines operations official, and his wife, Elizabeth M. Younts, (professionally, Betty Hall) ex-ABC staff organist, are two-thirds owners and operators of WEEB. They've been on the air for 11 months, and are out of the red. WSTS is owned by F. L. Baber, North Carolina auto parts distributor, and has been on the air since August 1947.

Power of KWAL Wallace Is Boosted to 1 kw

KWAL Wallace, Idaho, earlier this month increased power from 250 w to 1 kw and changed frequency from 1450 kc to 620 kc.

The station, licensed to Silver Broadcasting Co., is located midway between Wallace and Kellogg, Idaho. Robert G. Binyon is owner-manager of the MBS affiliate. The operation is housed in a new, modernistically styled and soundproofed building of hollow tile construction with a white stucco finish.

Jett Okay's Freeze

APPROVAL of the FCC TV freeze, pending determination of technical standards, was expressed last Tuesday by E. K. Jett, vice president and radio director of A. S. Abell Co., owner of WMAR-TV Baltimore. The ex-FCC commissioner, addressing a meeting of Institute of Radio Engineers in Baltimore, said more channels for television are needed "as soon as possible." The present 12 channels are "inadequate for nation-wide good results," he added. Mr. Jett urged "engineers and all interested" authorities to offer recommendations to assure industry expansion on a sound basis.

WEBR Gives Band

THE BUFFALO Bills, Buffalo, N. Y.'s All American Conference football team, is the recipient of a 105-piece All Star Football Band. On behalf of the *Buffalo Courier Express* and WEBR, Cy King, general manager of the station, presented the top ranking band to the team during special ceremonies at Kleinhans Music Hall in time for the opening of the 1948 football season. The musical group represents talent from 55 Western New York high schools and colleges. The idea for the band was conceived last April, and a contest for musical talent in all Western New York high schools and colleges was sponsored by the *Buffalo Courier Express* and WEBR.

Report Is to Cite 'Voice' Improvement

LONG PLAGUED by strong Congressional criticism, the State Dept.'s "Voice of America" appears to be slated for a pat on the back in a report now being prepared by Senate investigators.

The report will cover hearings last June of a joint committee comprised of special sub-committees of the Senate Executive Expenditures and Foreign Relations committees [BROADCASTING, June 7].

The post-election report, which will probably be made in about a month, will cite increased use of informative material over the entertainment type programs as one improvement. It is also expected to contain general comments on the Russian fliers, whose escape from Russia was said to have been inspired by the "Voice." Concentration of more broadcasts to "vital areas" and a decrease in those to Latin America will also rate comment, it was authoritatively reported. Mention is expected to be made of the "Voice" broadcasts concerning Mrs. Oksana Kasenkina, the Russian school teacher who jumped from a window of the Soviet Consulate in New York to prevent her return to Russia.

Canadian Group Okays Free Time for Drives

BRITISH Columbia Assn. of Broadcasters at their meeting in Vancouver, Oct. 18-19, endorsed a plan to offer free radio time to charitable societies engaged in fund raising campaigns.

In the event time is purchased by the societies, two periods of time would be offered at the price of one, under the plan. Also approved at the meeting was a resolution endorsing the *Parliament Hill* program from Ottawa. Another resolution called for the creation of an award for the best radio production of the year prepared at the U. of British Columbia. A plan whereby CAB would foster radio societies at universities, also was approved. A plan for reorganization of the CAB was discussed.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Exemption Asked On Projected Rule

Wilkinson Says Rural Stations Would Suffer Under FCC Plan

A PROPOSAL to exempt stations which serve "a predominantly rural area" from the requirements of FCC's projected new rule on AM and FM main-studio originations [BROADCASTING, March 1] has been submitted by Vernon L. Wilkinson, counsel for WIBU Poynette, Wis.

Mr. Wilkinson, former FCC assistant general counsel in charge of broadcasting and now a member of the Washington firm of Haley, McKenna & Wilkinson, was asked by Chairman Wayne Coy during oral argument on the rule to draft a waiver provision reflecting his views [BROADCASTING, Oct. 18].

The attorney had argued that WIBU is rurally located, originates its programs from studios in five communities, and would have to resort to phonograph records if required to program primarily from Poynette. The proposed rule would require an AM or FM station to originate a majority (from the standpoint of program time) of its non-network programs from the city in which it is licensed.

"I appreciate . . . the Commission's fear that a rule inviting too many exceptions may become no rule at all," Mr. Wilkinson wrote, suggesting the following waiver provision for the rule advanced by FCC:

Where a station serves a predominantly rural area, the requirement that a majority of its programs originate in the town or village where the station is licensed and its transmitter is located shall not be applicable.

News for Joske's

KITE San Antonio has completed a package sale of all its hourly newscasts to Joske's of Texas. The sale represents the largest number of newscasts per week ever bought by one sponsor in San Antonio, according to Charles W. Balthrope, KITE manager. Joske's, which conducted the NAB radio clinic in beamed radio advertising, reportedly bought the seven-weekly shows to reach an over-all women's audience.

BIG TV BUY

Appliance Firm Purchases Daily Hour on WCAU-TV

J. TREVOR PEIRCE, vice president of Peirce-Phelps, appliance distributor, outlined last Tuesday why his film has just purchased one of the biggest television time buys in the history of the medium.

The buy, which becomes part of the Peirce-Phelps $300,000 a year advertising appropriation, is for *Homemakers' Matinee*, on WCAU-TV Philadelphia, 2-3 p.m., Monday through Friday. In addition, it also sponsors or participates in sponsorship of Eagles pro football games, *Let's Have Fun*, and *Uncle Wip* telecasts.

At a meeting in the Philadelphia office of Peirce-Phelps, he explained that although his company is a wholesale house which does not sell to the consumer, he envisions that television will serve two purposes: To train retail dealer personnel in equipment features shown on the telecasts, and at the same time appeal to the dealers' customers by showing products in use.

On the new *Homemakers'* show, the sponsor will sell Whirlpool laundry equipment, Admiral television, Youngstown kitchens, Proctor small appliances and Deep-freeze home freezers. The show itself is divided into three segments: A half-hour of *Cinderella Week-End*, a 15-minute *Man in the Street* interview, and a 15-minute *Homemakers' Matinee* which features demonstration of appliances and equipment.

Dealer reaction to the show has been exceptionally favorable, Mr. Peirce said. The more than 60 salesmen who call on 4,000 P-P dealers, polled dealer reaction the first week of the broadcasts, which started Oct. 8.

To aid organization of dealer parties, P-P has had postcards printed and distributed to the dealers who can use them as invitations to prospects to come to such daily parties. Plan is to have each dealer invite about 25 women each afternoon to see the show in his store, using as bait a give-away or light refreshments.

"It's interesting to note," said Mr. Peirce, "that already there are definite records of appliance sales made as a direct result of the program."

He explained that not only are retail sales people sharpened themselves by watching the TV demonstrations but that they are being stimulated to offer suggestions for future shows.

The entire program, except for the *Man in the Street* interview segment, comes from WCAU-TV studios, where the elaborate kitchen set has been built. The *Man in the Street* portion is scheduled for Chestnut St. in front of WCAU. The station lowers a camera chain to the street from the second floor studio control room for the interview, thus televising the entire hour-long show from one control room. Mechanics of the show were explained by Chick Kelly, WCAU publicity director.

Hank Enders, head of the Philadelphia office of Robert J. Enders, Advertising Agency (Philadelphia and Washington), handles the Peirce-Phelps account.

CHANGES IN BY-LAWS ARE VOTED BY NAB

FOUR changes in the NAB by-laws, designed to refine association operations, were adopted with only one dissenting vote in each case. Only a fraction of the membership took part in voting.

The first amendment, changing Article III Section 1-A, is designed to provide an accurate mailing list of persons to whom ballots and other official material should be sent and who are authorized to act for members. It was aproved 87-1.

Article V is amended by inserting a new section requiring new members to pay a month's dues in advance. It was passed 78-1.

Article VI Section 2, covering nomination and election of directors, now specifies that each active member is to certify one name as eligible for nomination and election. The number of directors remains at 30, with no change in classification. In the case of district directors, those receiving five or more nominations would be certified for the final ballot. Nominees have a five-day period in which to reject nomination. This change was approved 25-1.

Fourth amendment changes Article VII Section 1 Par. 3 to give the board power to determine the fiscal year, with the president's report to be submitted on a fiscal rather than calendar year basis. It was adopted 38-1.

NET EARNINGS of Admiral Corp., Chicago, hit an all-time high for the third fiscal quarter ending Sept. 30, President Ross D. Siragusa reported. Sales totaled $15,128,165, as compared with those of $11,120,436 for the same period last year, an increase of 36%. Earnings for the third quarter were $800,489, compared with $330,993, or a gain of 142%.

Capra, Putnam Named 'Favorite Story' Judges

FREDERIC W. ZIV Co., Cincinnati, has announced that Frank Capra and George Palmer Putnam have been added to the judges committee for its "Favorite Story" letter contest.

The grand prize in the contest, a two-week trip to Hollywood for two persons as the guests of Ronald Colman, will be awarded for the best letter telling which story of the *Favorite Story* series is preferred and why. Mr. Colman is narrator of the transcribed Ziv series. In addition the Ziv Co. will award $500 in cash to the station judged to have done the best promotion for the contest, which ends Dec. 4.

FTC Order

FEDERAL Trade Commission has isued a "cease and desist" order to Fleming & Sons, Dallas, and its agent, Albert Couchman, head of Couchman Advertising Agency. The order requires that the firm and agency refrain from certain alleged misrepresentations in connection with the insulation qualities of the product, Wallrite, as contained in two radio advertisements on WBT Charlotte, N. C., and WSM Nashville, Tenn.

IT'S A
GREAT DAY
on WLAV and WLAV-FM

WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV
FM
Power Plus Perfection

Less SALES-RESISTANCE IN THE BILLION DOLLAR MARKET!!

730 KC
1000 WATTS
KWOA
WORTHINGTON-MINNESOTA
SERVING AND SATISFYING THE RICH FARM MARKET

REPRESENTATIVES: BULMER & JOHNSON, INC. MINNEAPOLIS, MINN.

Production

JOHN MALLOW, narrator-announcer at WGN Chicago, is the father of a boy, David John.

FRANK WHITE, former pianist with Art Kassel's orchestra, joins KFBC Cheyenne, Wyo., as staff announcer.

PAT FREEMAN, production manager of CFAC Calgary, Alta., has been appointed director of advertising and station services of Canadian Assn. of Broadcasters as of Jan. 1.

JOE DEANE, WHEC Rochester, N. Y., disc jockey, is the father of a girl, Deborah Ann.

FLORE SOARES has been appointed program director of WRJM Newport, R. I. New station is due to go on air today (Nov. 1). Miss Soares was formerly with WQXR New York, and WGVA Geneva, N. Y.

NAUMAN HEALY, chief announcer at KCOK Tulare, Calif., has been transferred to KAFY Bakersfield, Calif., and has been promoted to program manager of that station, according to **SHELDON ANDERSON,** general manager of KCOK, KFAY, and KYNO Fresno, Calif.

GORDON WILLIAMSON, producer-director at WTTG Washington, and Joanne Wright have announced their engagement.

STAN VAINRIB, WTNB Birmingham, Ala., disc jockey, is the father of a boy, Jon Steven.

LESLIE P. WARE, sales manager of KXLW St. Louis, is now executive director of operations.

Mr. Ware

DOYCE ELLIOTT, formerly with KFDX Wichita Falls and KXOX Sweetwater, Tex., has joined announcing staff of KXOL Fort Worth. **VIRGINIA REESE** has joined station's program department.

PAIGE THOMPSON, "Mrs. Entertainment of *Mr. and Mrs. Entertainment* program at KXOL Fort Worth, Tex., has gone to New York. **JANE BARST** of station's production department has assumed that role.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

FRANK EICHORN and **FRANK MULLEN** have joined WGLN Glens Falls, N. Y. The latter will do disc shows and the former is to be staff announcer.

LOU AIKEN has rejoined announcing staff of WINX Washington. He was formerly manager of KURV Edinburgh, Tex.

CHESTER WADDELL, GUST SCANDARY and **JIM RUSSO** have joined staff of WFYC Alma, Mich., Mr. Waddell as program director, and Messrs. Scandary and Russo as staff announcers.

STEPHAN SMALL has joined announcing staff of WLBR Lebanon, Pa. He was formerly with WHAT Philadelphia.

FRANCES McGUIRE has joined staff of WFIL-TV Philadelphia, as women's television commentator. She is currently featured on station's *Features for Women* and *Meet Francis McGuire*.

HAL MURRAY has joined WQAM Miami, Fla., where he will continue his *Murray-Go-Round* disc show, which he originally produced for KUTA Salt Lake City and WKAT Miami Beach.

TOM DURAND, WTTM Trenton, N. J., announcer, is the father of a girl, Susanne Kris.

WALLY IMES and **JACK NEWMAN** have joined announcing staff of KOME Tulsa, Okla. **EUNICE WELCH** has joined station's continuity department.

DAVE NAUGLE, announcer and disc jockey at KFJZ Fort Worth, Tex., and Beverly Chambers were married Oct. 9.

LEO D. BORIN has joined staff of WHAY New Britain, Conn. He was formerly with WELI New Haven.

MEL BAILY, program manager at KEX Portland, Ore., was named Portland's "Citizen of the Week," Oct. 21, for his efforts in helping to discover and develop Portland radio talent through the Ken Mason Memorial Workshop.

JOHN BOYT has joined WENR-TV Chicago, as art director. He formerly did art work for motion pictures, stage, screen and video.

LOU EMM has been appointed chief announcer at WHIO Dayton, Ohio. He has been with station since 1941, with exception of three years in the Army Air Corps. He was formerly with WSPD Toledo and WLOK Lima, Ohio.

Mr. Emm

JOHN V. B. SULLIVAN, promotion director of WNEW New York, has been appointed an account executive for the station. **ROBERT D. GUTHRIE,** former promotion manager of *The Elks Magazine*, and before that with Badger, Browning & Hershey, New York, will replace Mr. Sullivan as promotion manager. **CLAIRE R. HIMMEL,** who has been assistant to Mr. Sullivan, will head WNEW's research activities.

JOSEPHINE WETZLER, educational director of WLS Chicago, has been appointed member of radio committee of the Illinois Congress of Parents and Teachers.

HELEN DICKENS, radio actress, and Thomas Whittle Acheson were to be married Oct. 30.

HILLIARD MARKS, producer of NBC Jack Benny show, is the father of a boy, Phillip Hadden.

WILLIAM N. ROBSON, CBS Hollywood producer-director, is on three weeks' leave of absence, visiting Europe.

LLOYD GROSS, former writer-producer-director and production manager at WBAL Baltimore, has been appointed an associate director of CBS-TV program staff, New York.

GARY MERRILL has taken over leads in NBC *Right to Happiness* and CBS *Young Dr. Malone*.

ORVAL ANDERSON has joined KWIK Burbank, Calif., as program director.

VERNON ALLEY has started weekly three-hour recorded music program, *Down in Vernon's Alley*, on KROW Oakland, Calif. Show is sponsored by Gross Bros., Oakland furniture store.

BOB FORWARD, Don Lee assistant program director, has been named Hollywood radio coordinator for American Cancer Society.

JUDITH WALLER, director of public affairs and education at NBC's Central Division, has been named to the National Safety Council board of directors as alternate vice president in charge of public information, and to the board of the Chicago Council on Foreign Relations.

LAWRENCE AUERBACH, junior production-director at NBC's Central Division since May 1, has been appointed to the regular staff, succeeding **NORMAN FELTON,** who joins production staff of WNBQ, NBC's Chicago television outlet scheduled to take the air in December.

MIKE FLANNERY, former WCCO Minneapolis announcer, joins WBBM Chicago in similar capacity.

M. G. (Bob) WAMBOLDT has returned as producer-director to NBC's Central Division. Mr. Wamboldt worked at NBC in 1936-37 and later did production work with ABC in Hollywood.

ART GOLDEN, freelance announcer, Nov. 1, joins announcing staff of CKLW Windsor, Ont.

PHIL BOOTH, KTLA (TV) Hollywood program director, and **EDNA GREENFIELD,** station's coordinator of women's programs, have announced their engagement.

WILLIAM A. FARREN, former special events director of WFIL Philadelphia, has been named program director, replacing **JACK STECK,** appointed manager of programs and production for WFIL-TV.

KSJB Expands

KSJB Jamestown, N. D., established auxiliary studios and control facilities in Fargo, N. D., effective last Wednesday, John W. Boler, KSJB president, announced. The Fargo studios will be operated by Arv Johnson, formerly sales manager of KVOX Moorhead, Minn., in conjunction with KSJB's newly opened Fargo-Moorhead sales office.

CAB GIVES FRANCHISE TO 60 ADV. AGENCIES

SIXTY CANADIAN advertising agencies have been enfranchised for 1948-49 by the Canadian Assn. of Broadcasters, following the October CAB board of directors meeting. List of agencies, the largest Canadian agency group enfranchised by the CAB, was released October 23.

Among the 60 are branches of 11 American agenices. A number of wholly owned Canadian agencies are closely affiliated in business with large United States agencies.

American agencies named, with branches in Canada, are: Atherton & Currier, Toronto; Benton & Bowles, Toronto; Dancer-Fitzgerald-Sample (Canada) Toronto; D'Arcy Advertising Co., Toronto; Erwin, Wasey of Canada, Montreal and Toronto; Grant Advertising (of Canada), Toronto; Hutchins Advertising Co. of Canada, Toronto; Kenyon & Eckhardt, Toronto; Ruthrauff & Ryan, Toronto; J. Walter Thompson Co., Montreal and Toronto; Young & Rubicam, Toronto and Montreal.

Volume Discounts to End In Canada Jan. 5, 1950

SPECIAL VOLUME discount on large contracts will be terminated by Canadian stations Jan. 5, 1950 following a decision reached by the board of directors of the Canadian Assn. of Broadcasters. The special 10% discount on volume of spot announcements and programs was started over a year ago to foster more 52-week sponsored programs. A special sub-committee was formed at the last CAB meeting to look into the problem, and its recommendation was to stop the practice.

The CAB board, in making the recommendation to its members, points out "that the present arrangements have a tendency to deprive small and medium market stations of certain business, concentrating this instead in metropolitan areas." Recommendation is to be confirmed at 1949 annual CAB meeting.

Serving Fort Worth *AND* Dallas, the South's richest single radio market.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS

AM - FM - TV

FREE & PETERS, Inc.,
National Representatives

GATES SERVICE is Your Business

This is the Gates BF-3B three kilowatt FM Broadcast Transmitter — engineered for better service.

To you, the customer, *service* is the most important thing you buy. Seldom do you realize that you have bought it (or tried to) until after your purchase is made. And then it may be too late,—or, as in the case of Gates customers, you have service, perhaps without even knowing it,—or asking for it.

There are several makes of transmitting equipment. There are several kinds of service also. But the *Gates* label is only on *good equipment*,—and means *good service* as well. All our customers have a right to that personalized attention, fast shipment and careful consideration of *your* problems.

We believe here that what you say about *our service* is the all-important thing—in other words, it's *your business* as to how good *our service* is,—because without service,—the careful consideration and proper handling of your wants and desires,—you get just equipment,—and although that is what you may think of as your purchase, you unconsciously, perhaps, expect to get service also. *After all, it is your business.*

Washington, D. C.	Gates Radio Company, 13 E Street N. W.	Tel. Met-0532
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4408
Montreal	Canadian Marconi Company, 211 St. Sacrament Street	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LT-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

Gates Radio Company
Quincy
Illinois

Center Your Attention on

Center of the Dial

860 kc

MILWAUKEE

MUTUAL'S MOST POWERFUL VOICE IN GEORGIA

5000 WATTS DAY AND NIGHT

WRGA

WRGA-FM

HAPPY QUARLES GENERAL MANAGER

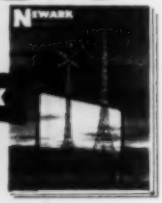
MUTUAL BROADCASTING SYSTEM

REPRESENTED BY

ROME, GEORGIA

free

1949 NEWARK CATALOG



For EVERYONE Interested in

TELEVISION • RADIO • ELECTRONICS

SOUND SYSTEMS • INDUSTRIAL EQUIPMENT

EVERYTHING in standard brand equipment!

Professionals! Radio Hams! Television Enthusiasts! Beginners! Oldtimers! Amateurs! Hobbyists! Here's one book that's a MUST for you! Our FREE 148 page catalog jammed with over 20,000 different items. The smallest part to the most complete industrial system from one dependable source!

24-HR. MAIL ORDER SERVICE • ONE YEAR TO PAY

3 GREAT STORES: Uptown at 115 West 45th St. and Downtown at 212 Fulton St. in NEW YORK 323 W. Madison St. in the heart of CHICAGO

MAIL ORDER DIVISIONS: 242 W. 55th St., N. Y. 19 and 323 West Madison St., Chicago 6, Illinois

NEWARK RADIO & TELEVISION

MAIL COUPON NOW

Newark Electric Co.
Dept. K29 242 W. 55 St.
New York 19, N.Y.

Please send me FREE the Newark 1949 Catalog

NAME

ADDRESS CITY STATE

RADIO HERE TO STAY, WILLARD TELLS CLUB

TELEVISION, FM, facsimile and all other facets of radio will bring "better broadcasting, better newspapers, better magazines, better books and better movies," A. D. Willard Jr., NAB executive vice president, told the Women's Advertising Club of Washington last Wednesday.

"Broadcasting has been for years and still is America's No. 1 medium of mass communication," Mr. Willard said. "That it should disappear tomorrow or ever is inconceivable."

Mr. Willard recalled the gloomy predictions of the 20s that radio would doom the music manufacturing industry, phonographs and publishers. Instead radio has grown side by side with newspapers, which now have the highest circulation and advertising revenue in history, he said, with similar progress in the other industries.

Speaking on "Broadcasting's New Look," he reviewed recent radio progress and termed television the "atomic bomb of broadcasting."

WNHC-TV Equipment

INSTALLATION of equipment for studio programming at WNHC-TV New Haven, Conn., is now under way. Cameras for live, local studio shows have been set up in the station's building and engineers are conducting tests to get the equipment in shape for limited local programming in the near future. The Elm City Broadcasting Corp.'s video station now carries network shows in addition to a few motion pictures and slides.

Turntable

A **"THIS IS MY BEST"** in mystery stories is being prepared for production this winter on ABC by Crosby & Fogle Radio Productions, Los Angeles. Company will package in series stories by country's foremost mystery writers. Five-year contract has been concluded with Mystery Writers of America.

WILLIAM WHITLOCK, former commercial manager of WLOI La Porte, Ind., has joined sales staff of Harry S. Goodman Radio Productions, New York. Mr. Whitlock, with headquarters in Chattanooga, will cover Alabama, Georgia and Tennessee for firm.

DONALD S. GRAHAM, former publicity, newspaper and trade magazine writer, has been appointed publicity director for radio shows produced by Feature Productions, Chicago. His duties will include publicity for *Hint Hunt*, *Ladies Be Seated* and *Man on the Farm*.

RICHARD KROLIK of Television Reporter Productions, Los Angeles, has been retained as television consultant for Jack Rourk Productions, Tumjunga, Calif.

KERMIT-RAYMOND Corp, New York, radio productions, has sold *Robbins Nest*, **FRED ROBBINS'** hour-long transcribed disc-jockey show, to more than one hundred radio stations, according to **RAY GREEN,** firm's vice president and general manager.

H. L. BLATTERMAN, co-chief engineer of KFI Los Angeles, Nov. 9 will discuss "Television From the Engineering Standpoint" at Electronic Group of American Institute of Electrical Engineers.

WOW FARMERS' TRIP

Group Will Visit 8 European Countries on Tour

WOW Omaha will take 25 Midwest farmers in a 30-day trip to Europe to study farm methods and exchange farm ideas. The group will leave New York Nov. 15 via Air France and will visit France, England, Denmark, Belgium, Luxemburg, The Netherlands, Switzerland and Italy.

The tour is in charge of Mal Hansen, WOW farm service director, assisted by Bill Wiseman, WOW promotion manager.

After the farm group returns to this country its members will appear before farm and civic groups to report on what they saw and learned abroad.

TV RIGHTS GRANTED TO BEAUTY PAGEANT

FIVE-YEAR VIDEO rights to the Atlantic City beauty pageant have been secured by Sylvan Taplinger, New York producer.

Mr. Taplinger represents television interests backed by Robert S. Taplinger, Hollywood film executive. Sylvan Taplinger will handle negotiations with prospective sponsors and television networks and serve as consulting producer for the pageant television shows.

Negotiations for last month's pageant were under way with Philco Corp, but the lack of technical facilities made the cost of pick-up prohibitive. However, the cable will be installed from the planned Atlantic City outlet to Philadelphia for network relay in time for next September's pageant.

WLBR Vote

SIX announcers at WLBR Lebanon, Pa., have voted in favor of a union shop at the station, Julian Skinnell, operations manager, reports. At the NLRB election the announcers voted to have AFRA certified as the collective bargaining agency for the staff. Earlier in the year the IBEW was named as the collective bargaining agency for the seven transmitter and control engineers at WLBR.

Farm Journal Sued By Rev. J. H. Smith

Article on FCC Hearing Held Libelous by Evangelist

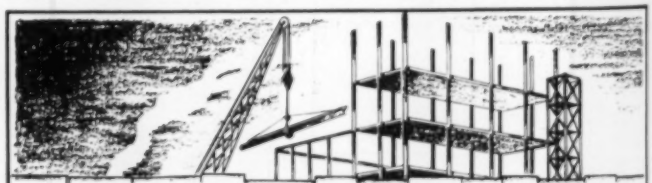
LIBEL SUIT for $100,000 has been filed by Rev. J. Harold Smith, radio evangelist and owner of WIBK Knoxville, Tenn., against the *Southern Farmer* and Aubrey Williams, publisher of the monthly magazine, WIBK reported last week. The suit was based on a story said to have been published in *Southern Farmer* last November concerning an FCC hearing involving WIBK.

The hearing was conducted by ex-FCC Comr. Clifford J. Durr on WIBK's request for license and resulted in an initial decision by Comr. Durr which held Rev. Smith as "unfit" to continue operating the Knoxville station [BROADCASTING, July 5]. The case has been designated for oral argument before the Commission *en banc* although a specific date has not been set [BROADCASTING, Oct. 11].

In his suit against the farm publication filed in Montgomery, Ala., circuit court, Rev. Smith charged the magazine "falsely and maliciously" published an article which held him up "to public ridicule and contempt" and damaged his reputation. He claimed the article caused "irreparable" injuries to him as a minister.

Meanwhile WIBK reports that Rev. Smith has been reinstated upon the membership roll of the Knox County Baptist Assn. It was stated that at the 146th annual convention of the association, held a fortnight ago, a public apology was issued that the name of the Southern Baptist minister had inadvertently been omitted from the minutes of last year's meeting. The minutes constitute the only record of membership.

The association also voted to commend WIBK for "its refusal to carry beer and liquor advertisements and for its friendliness to the Gospel of Christ" and that the commendation be expressed in a letter to FCC.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Day TV Showcase Urged by Stellner

PROGRAMMING instead of afternoon test patterns is the crying need of the video manufacturer today, in the opinion of Walter Stellner, vice president of Motorola.

Addressing the Chicago Television Council at its regular luncheon meeting last Wednesday, Mr. Stellner explained that dealers find it difficult to sell a TV receiver when all they can demonstrate is a static test pattern. He suggested that kinescope recordings be made of evening shows and re-telecast during the day for a nominal fee or possibly without charge.

He urged that agencies and stations spend more time and money in perfecting black and white photographic contrasts to eliminate gray elements, develop better programming in all phases, and help to educate the public to the use of a video set.

Although the "main bottleneck on the production side" is slow delivery of the picture tubes, Mr. Stellner envisions an expanded market within the next year, when 16-inch tubes "probably" will be available. "Color will not come into the video picture for about five years," he said.

Mr. Stellner remarked that the price of a set will not be lowered substantially for some 10 years, that Phonevision may be defeated by substitution of a better-type conductor for telephone lines, and that more statistical information should be made available to agencies for clients wishing to know cost per thousand viewers and penetration of the sales message.

He reported that Harry Alter, local Crosley distributor and president of the Chicago Electric Assn., is making an area survey of the number of television receivers sold by various dealers to date. This data, with subsequent breakdowns, will be available to agencies.

A. S. Gourfain Jr., partner at Gourfain-Cobb Agency and supervisor of Motorola's account, observed during the question period that advertising clients can only learn (television) by doing, and "now is the time to do it."

Ardien Rodner, president of Television Advertising Productions, announced that the proposed nationwide video conference planned by the council for Chicago has been tentatively set for Jan. 31 or Feb. 1949. [BROADCASTING Oct. 18.]

'Voice'—Czech Story

A STUDY of the effect of U. S. foreign broadcasts on people of Czechoslovakia and consequent Soviet counter-measures form the basis of an article in last week's issue of *Newsweek*. Appearing in the magazine's "Periscope" section, the article poses the question of whether new Soviet-Czech laws will effectively block "Voice of America" operations.

TV No Power Hog

RESEARCHERS at Commonwealth Edison Co., Chicago, estimate that the purchase of a television set increases a customer's electricity bill only $3.50 a year. Accounts of 142 residential purchasers of video receivers for the 12 months before and after the installations showed that the median increase in consumption for the group on a yearly basis was 214-kw hours.

SENATE PROBES KERR ON CAMPAIGN COST

ROBERT S. KERR, former Oklahoma Governor and board chairman of West Central Broadcasting Co., licensee of WEEK Peoria, Ill., has been accused by a Senate investigator of spending $59,500 in excess of the state legal limit in his Oklahoma primary campaign for the Democratic Senatorial nomination.

A report was made public by B. Nelson Deranian, counsel for the Senate Election Subcommittee, in which Mr. Kerr was said to have outlined expenditures of $4,360 in the first primary and the run-off.

Investigation showed, according to Mr. Deranian, that at least $65,500 was spent on radio, newspaper and billboard advertising and other items. Of this amount approximately $6,000 was reportedly spent for radio time on about 60% of Oklahoma's stations. Oklahoma law, Mr. Deranian declared, allows a Senatorial candidate to spend no more than $3,000 for the primary and the same amount for a run-off —a total of $6,000.

Rural Radio Group Signs Zenith, Clock & Watch

RURAL RADIO NETWORK, New York State FM group, has signed as sponsors Zenith Radio Corp., Chicago, and New Haven Clock & Watch Co., New Haven. The Zenith contract calls for seven of the eight RRN outlets; latter firm takes the full network. Both are effective immediately.

Zenith will sponsor *Columbia Masterworks* on Sundays, 8-8:30 p.m. (EST), in a cooperative deal between the manufacturer and New York state distributors. New Haven will sponsor Dr. Charles Hodges, RRN news commentator, Mondays, Wednesdays and Fridays, 6:05-6:15 p.m., in *Memo for Tomorrow*. Weiss & Gellar, New York, is the New Haven agency.

Army-Navy Game

GILLETTE Safety Razor Co., Boston, will sponsor the Army-Navy football game Nov. 27 over Mutual. Maxon Inc., New York, is the agency.

Allied Arts

EDWARD FISHBEIN has been promoted manager of Emerson Television Service Corp., New York. Mr. Fishbein has been co-operative advertising manager and assistant sales promotion manager for Emerson Radio and Phonograph Corp.

MAYNARD BOYCE INC. (transit advertising) Los Angeles, has changed name to California Transit Adv. Address remains 2030 Wilshire Blvd.

RCA COMMUNICATIONS, New York, opened a new radiophoto circuit to carry all types of pictorial matter between New York and Lisbon.

INTERNATIONAL Division of Zenith Radio Corp., Chicago, is now handling firm's export business, replacing American Steel Export Co., Zenith's sales representatives since the war. **E. E. LOUCKS**, export manager of company, is in charge of new division.

J. T. MALLEN, former East Central Division manager, Renewal Tube Sales for Sylvania Electric Products, New York, has been appointed manager of Equipment Tube Sales, East Central Division.

HAROLD M. DETRICK, former superintendent of radio production of Magnavox Co., Fort Wayne, Ind., has been appointed production manager of company's radio division.

C. RUSSELL COX, WALTER F. KEAN and **JOHN S. BROWN** have been appointed to sales and engineering posts with Andrew Corp., Chicago. Mr. Cox as director of sales and engineering; Mr. Kean as sales manager; and Mr. Brown as assistant chief Engineer.

EQUIPMENT

RCA tube department has announced production of a new television "picture magnifier" for small video receivers. It is said to enlarge image on sets with 7-inch tube to approximate size of image on 12-inch tube. It retails for $24.95, with mounting brackets.

THREE meter panels for use with all RCA standard broadcast equipment are now available in quantity, according to RCA Engineering Products Dept., Camden, N. J. Type BI-1A can check cathode bias voltages of amplifier tubes, metering ten circuits. The BI-1A can meter 34 circuits. MI-11265 VU measures audio volume levels of audio circuits from plus 4 to plus 40 decibels in any number of circuits up to ten.

SOUND APPARATUS CO., New York, has announced the consolidation of its main office and manufacturing plant at Stirling, N. J., and enlargement of its development laboratory at Millington, N. J.

UNITED STATES TELEVISION MFG. CORP. has announced its first video-radio consolette, containing an FM unit in addition to TV reception through a 12½ inch Zatka tube. It is priced at $524.95.

THREE desk-size gadgets — shot-plot sets, pre-viewers and monofilters—are being marketed by Television Advertising Productions, Chicago, to video directors as an aid in visualizing all aspects and phases of studio production. Technical Advisor **IRA GLICK** is the designer.

McNaughten Stays

NEAL McNAUGHTEN, assistant director, NAB Engineering Dept., has agreed to remain at NAB, though WFIL Philadelphia had announced he had accepted the post of manager of technical operations. Mr. McNaughten's decision was based on NAB's plea that his services were needed during the period of international negotiation and frequency problems. Royal V. Howard, NAB engineering director, is attending the high-frequency broadcast conference at Mexico City as an industry advisor, along with Forney Rankin, NAB administrative assistant to the president.

Hon. A. N. Cheney
J. Carson Brantley Agency
Salisbury, North Carolina.

Dear A. N.:

Little boy stood up in kindergarten t'other day, sed he knew how t' spell Charleston . . Teacher wuz kinder serprized, but told him t'go 'head an spell it if he could. Little feller sed "W-C-H-S, Charleston" — our station break o'course . . . Now thet may not be the correckit way t'spell Charleston . . but, W-C-H-S spells 5000 watts at 580 plus CBS which all t'gether spell LISTENERS in Charleston, West Virginia.

Yrs.

Algy.

WCHS

Charleston, W. Va.

ANTENNA
phasing equipment

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors

Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager—Must be an aggressive sales producer and know small market programming. State qualifications, references and salary requirements. WKOB, North Adams, Massachusetts.

Manager for 250 watt daytime and 1000 watt FM night. Real opportunity for right man. Write H. R. Winsor, WBYS, Canton, Illinois.

Manager for 250w fulltime independent station on the air 3 months and in the black. Prefer experience in commercial and executive phases. Send complete information to Millard C. Westrate, Pres., WHTC, Holland, Mich.

Salesmen

Here's real opportunity for an experienced, livewire salesman with car to become commercial manager of progressive daytime station in prosperous southwest market. Salary or commission. Send references, background, requirements, and photo first letter to KSCB, Liberal, Kansas.

WANTED

SALES ENGINEERS

A growing company, a progressive manufacturer of broadcasting equipment, needs a sales engineer for the area in and around Tennessee. Also, a sales engineer for the Kansas - Oklahoma - New Mexico-Colorado area. These openings are available for men who are aggressive. A thorough knowledge of technical broadcasting and broadcasting as a business and an understanding of various broadcasting station equipment and broadcasting station layouts are necessary. In your reply state age, education, complete employment record, marital status, earnings record and section of the country in which you would prefer working. This position entails extensive traveling and requires a good personality and a desire to work hard and receive good income. These are permanent positions for the men who can qualify and produce. Reply to Box 109, BROADCASTING.

ABC affiliate in Rocky Mountain regions best secondary market has opening with permanent future on sales staff. Ideal dry healthful climate. Winter and summer sports. Salary and commission. Aggressive, steady policies require same type of man. Send complete details in first letter. Box 90, BROADCASTING.

Help Wanted (Cont'd)

Live in Los Angeles. Two experienced salesmen will find excellent working conditions. William Handelsman, KWIK, Burbank, Calif.

Salesman—250 watt Georgia Mutual affiliate. Good market. Tell all first letter. Box 101 BROADCASTING.

Experienced salesman capable of producing needed WFRP, Savannah, references required. Box 36, BROADCASTING.

Two experienced salesmen needed immediately in rich industrial Connecticut area. Salary guarantee to an experienced man who can produce. Station in progress of building new studios for AM-FM operation. Contact *Ralph Kanna, Manager, WMMW, Meriden, Connecticut.*

Salesmen—A few good livewire salesmen with some knowledge of radio sales required by a firm who enjoys a very good reputation. Splendid opportunity to earn big money and advance rapidly. Men must be able to travel. Prefer men who live near New York. Box 128, BROADCASTING.

Wanted—A radio time salesman who will work. If you have a proven record of results, we can offer you a good job and a positive future with one of the most progressive, independent, radio stations in the country. Drawing account fitted to your needs, against 15% commission. Protected accounts. House business given to salesmen. Earnings limited only by hours in the day. Box 129, BROADCASTING.

Announcers

Combination man, good announcing paramount. First class ticket required. Good pay, reasonable living costs, small city near Chicago. Box 34, BROADCASTING.

Combination man with first class ticket and high quality announcing ability. Send disc, photo, and full particulars in first letter. Personal interview will be necessary. Small market station paying top money for top men. Reply to Manager, KRNR, Roseburg, Oregon.

Wanted: Announcer-engineer. Location —beautiful hill country of Texas. Elevation 2,000 feet. Engineering secondary. Salary $300.00. Arthur Stehling, Fredericksburg, Texas.

There's a permanent job in Hawaii for announcer with a first class ticket. $60.00 for 40 hours to start, with increase after 6 months. Some background in broadcasting preferred. Send details and audition disc airmail to KMVI, Wailuku, Maui, T. H.

Rocky Mountain area independent needs operator announcers, experience preferred but will consider others. Lots of hard work, but good opportunity for varied experience. Also needs operator announcer with ideas and an interest in radio programming to serve as program director. Box 35, BROADCASTING.

Southern NBC affiliate has opening for highly qualified announcer. Outline experience, references, expected earnings first letter. Box 103, BROADCASTING.

Announcer, progressive midwestern station in good market looking for several experienced announcers. Must have ability to handle disc jockey shows, news, good commercial man. Can pay $45 to $50 to start, with plenty opportunity for advancement. Don't apply unless you have good voice and experience to back up your willingness to work. Send full information and audition disc. Box 40, BROADCASTING.

Experienced announcer, long established 1000 watt regional network station, midwest location, has permanent position for capable announcer. Wide-awake market, excellent opportunity. Send qualifications, salary expected, photo and disc. Box 43, BROADCASTING.

Wanted — Announcers and continuity writer for 250 watter on air in November. Full details photo, disc first letter. Box 113, BROADCASTING.

Help Wanted (Cont'd)

Staff announcer capable of specializing in play-by-play football needed thousand watt regional network affiliate. South Texas. Must be topnotch. Include required salary in application. Prefer aircheck sports disc. Box 50, BROADCASTING.

Progressive North Carolina station interested in experienced sportscaster and staff announcer with news writing ability. Must be interested in growing with new station. Excellent facilities, city expanding. If interested in doing good job and building long-time security, give age, education, experience, send photo. Box 87, BROADCASTING.

Experienced combination operator-announcer, first ticket. Bonus plan, two weeks paid vacation per year. Progressive advancement. Phone or air mail disc. KPRK, Livingston, Montana.

Hawaii's largest radio station has excellent opportunity for personnel disc jockey. Good salary plus percentage unlimited earnings. Send full details, references, platter. KULA, Honolulu.

Announcer with first class ticket needed at progressive 250 watt independent, 800 kc in fabulous Texas Panhandle. $57.70, forty hour base pay, overtime opportunity. Send references, photo, audition to K-triple-D, Dumas, Texas.

Combination announcer-engineer, first class license. Hawaii. Excellent opportunity. Box 73, BROADCASTING.

Technical

Wanted: Engineer first phone, car necessary. WHPE, High Point, North Carolina.

Wanted: LDS engineer-announcer interested in returning to the intermountain area. Write and send audition disc to KPST, Box 192, Preston, Idaho.

Engineer-announcer, $50 week, permanent position, small station, near Atlanta. Apartment available. News, Covington, Georgia.

Competent engineer with degree in electrical engineering to have charge and instruct in radio school. Must have several years experience in broadcast field and like to teach. School is affiliated with college and course carries college credit. Course not designed for G.I. trainees only. *KXRJ, Russellville, Arkansas.*

Michigan regional AM. Class B FM. Requires experienced operator with license. Box 55, BROADCASTING.

Production-Programming, others

Continuity writer-announcer. Combination man wanted for 1 kw, NBC outlet. Particular emphasis on writing. Box 39, BROADCASTING.

Wanted—Continuity writer to create advertising copy with punch. Need experienced writer to produce strong, brisk sales copy. Send sample material, qualifications, salary expected. WKAN, Kankakee, Ill.

Wanted — Editor-reporter; experienced newsman capable of gathering, writing and editing news for midwestern radio station. Newspaper experience, not microphone experience, wanted. Give experience and background first letter. Box 123, BROADCASTING.

Wanted—Continuity writer. Prefer girl. Prefer one experienced. Excellent station, new studios and job not hard. Write quick station WBUY, Lexington, N. C.

Commercial script and continuity writer. State qualifications, references, and salary requirements. WKOB, North Adams, Massachusetts.

Situations Wanted

Managerial

Aggressive, young station manager desires change. Civic-minded strong on local and national sales. Enjoys production and programming. Available thirty days. Box 104, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Best references. Thoroughly experienced all departments. Can be available on short notice. Box 849, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

General manager immediately available. Married, 37, sober, fully experienced, excellent record. Ready to take over. Not afraid of work or tough assignment. Prefer east-south. Write, wire, call Matt Gettings, 6300 Garden, West Palm Beach, Florida.

Situations Wanted (Cont'd)

Experienced manager, with excellent sales record. Industrious, family man, splendid employee-employer relations. Community and program - minded, strong on sales. Box 116, BROADCASTING.

Announcers

Announcing, women's show. writing. Versatile, ambitious young lady with some experience. Will travel. Box 102, BROADCASTING.

National contest winner deejay. Eight years experience desires west-southwest location. Money back guarantee. Box 105, BROADCASTING.

Early morning emcee. Eight years experience. Looking for situation in major market to settle with family and build solid listening audience. Do characters, sing and draw mail. Pictures, record and references available. Box 108, BROADCASTING.

Announcer, program director, 1 year experience 250 and 1000 network and independent. Prefer announce only to start. 29, single, vet. Box 98, BROADCASTING.

Announcer, young single, veteran. Voice, diction, personality are tops. Prefer to remain in midwest. Background and disc on request. Box 100, BROADCASTING.

Announcer, experienced, versatile, veteran. News, sports, jockey. Available immediately, ambitious. Write or wire Dick Malloy, 7 Chandler St., Waverly, Mass.

Available—One of radio's outstanding ad-lib disc jockeys. Knowledge of music and records unsurpassed. Five years experience early morning, dance remotes, interviews and quiz shows. Will accept all-night disc show. Age 29, excellent appearance, go anywhere. $65 weekly plus talent. Box 81, BROADCASTING.

Announcer - writer, experienced programming, all phases of small station operation. College graduate, vet, 30, single. Desire permanent spot small western station. Available immediately. Photo, disc. H. B. Carpenter, Box 104, Salmon, Idaho.

Young announcer, two years experience. Versatile, NBC training. Production experience, WOR, N. Y. Staff announcing, W. Va. Have just left leading station in city of 350,000 in metropolitan area as staff and disc jockey. Robert Murphy, 236 W. 56th St., New York 10, N. Y.

Announcer-engineer, experienced, first phone, two years college, single Californian, age 29, have disc. Bill Cameron, 22 Hanover, San Francisco.

Young vet. Staff announcer, 1½ years AFRS, 3 years network acting. Can operate board. Thoroughly trained at Radio City. Will travel. Box 950, BROADCASTING.

Announcer: Three years radio experience. Fourteen months staff announcing network affiliates. Any type show, accent on sports play-by-play, early morning platter shows. Vet, thirty years of age, married, two children. Looking for permanent spot anywhere in U. S. Have disc. Box 110, BROADCASTING.

Award winning disc jockey in recent nationwide poll now available. Prefers all night show. Beaucoup experience. Proven sales. For information dial 411 or write Box 111, BROADCASTING.

Announcer, married, good voice, good personality, trained in all phases of radio, need experience, prefer small midwestern station. Will send record and picture on request. Box 132, BROADCASTING.

Announcer, two and one-half years experience. Strong on sports and newscasting. Disc jockey and commercials. Can operate board. Married, and desire permanent position. Box 130, BROADCASTING.

Announcer — MC experienced popular and classical music. Can write copy, direct, produce, handle board. Available immediately. Disc, photo upon request. Jack Boris, 702 Moore Street, Bristol, Virginia. Telephone 3113-J.

Announcer, married veteran. Presently employed. Experienced on independent and network stations. Looking for progressive station with opportunity for advancement. Photo, disc available. Box 114, BROADCASTING.

Situations Wanted (Cont'd)

nnouncer, veteran, married. Trained radio phases. Reliable. Disc. photo request. Box 117, BROADCASTING.

nnouncer—Single, good voice, pleasnt personality, well trained by professionals. Need experience small station midwest or south. Disc on request. Gene L. Abbott, 207 E. Ontario Street, Chicago, Illinois.

Experienced announcer - continuity writer-salesman, able to operate any console. Good on newscasts and disc shows. Available immediately. Write or wire John B. Richardson, 514 East High Street, Tucumcari, New Mexico.

Staff announcer. Anxious to locate with small progressive station. College background, thoroughly trained at Radio City in all phases of announcing. GI training eligibility. Disc available. Box 127, BROADCASTING.

Announcer—3 years experience. Excellent knowledge programming-production. Presently employed. Box 120, BROADCASTING.

Technical

Television technical director or chief engineer. At present associated with Washington radio consultant. Desire change to position where I do not have to travel fifty percent of time. During war was superintendent of Navy Radio Laboratory which specialized in television development. Graduate of M.I.T. Recognized authority on high frequency broadcast problems. Box 24, BROADCASTING.

Engineer, 24, four years experience, 1st class license, single, veteran, desires permanent transmitter or control position in midwest. No turntable operating or announcing. Available without car. $55.00 minimum. Box 78, BROADCASTING.

Engineer, well experienced studio and transmitter, including 50 kw, have car, Box 96, BROADCASTING.

Progressive chief engineer desires change. Construction AM, FM. Experienced all phases broadcasting. 60 days notice. Excellent references. Will travel. Box 99, BROADCASTING.

Veteran, 23, looking for a position as engineer-announcer. Hold radio telephone first class operators license. No experience. Write Donald L. Shannon, 28 North Huber Street, Anamosa, Iowa.

First phone, engineer, veteran, 28, married. Little experience, ability to learn. Three years schooling, midwest preferred. Box 106, BROADCASTING.

Position desired in radio or television studio. 1st phone, trained in radio, television, motion pictures, no broadcast experience, midwest preferred. Box 107, BROADCASTING.

Engineer with first class ticket, experience in 5 kw station, prefer midwest, young, single, have car. Box 108, BROADCASTING.

Engineer, experience in 250 watt station and graduate of RCA Institute. Will undertake any type of position in field of radio or television, this includes announcing. Possess first phone license and have had extensive ham experience. Aaron Gansel, 457 Williams Ave., Brooklyn, N. Y.

Operator—First class license. Control and transmitter maintenance. Worked with Gates and Western Electric equipment, recording. 27, steady, married, interested in permanent place in midwest. Have car. $1.25 per hour. E. Eaton, 801 E. Rath Ave., Ludington, Mich.

Engineer—First phone, married. 250 watt experience, available immediately. J. Zibrack, 114 Dewey Pl., Atlantic City, N. J.

Engineer—First phone, eighteen months experience, willing to travel. Box 118, BROADCASTING.

Operator—Have first class license. Interested in combination engineer work, control room operator or transmitter operator. Telephone 4304 or wire T. O. Collins, Screven, Georgia.

Veteran, finished 36 weeks radio course and 30 weeks television course. Have 1st class radio phone license. Would like position in television broadcasting. Have some voice broadcasting experience in service. Box 125, BROADCAST-ING.

Situations Wanted (Cont'd)

Engineer, 1st phone license, veteran 25. No broadcast experience. Graduate of a radio and television school. Training in radio, television and FM broadcasting. Prefer midwest or east coast. Box 119, BROADCASTING.

Engineer, first phone. College, two years studio, transmitter. Progressive station only. Box 126, BROADCASTING.

Chief engineer—Excellent references. 8 years best experience AM, FM and TV. Box 860, BROADCASTING.

Production-Programming, others

Combination program director-sales manager. Seasoned radio man seeking permanent establishment. Box 70, BROADCASTING.

I can't eat prestige. News writer and editor interested only in radio or TV journalism, now employed by 50,000 watter, wants news job paying enough to permit him to remain in the field. Experienced, objective, and willing to work hard. Box 84, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Idea woman, will do women's, children's or educational shows, or continuity. Six months experience, good references, good voice, radio and advertising training. College degree. Box 86, BROADCASTING.

Vet, radar repairman, graduate advance TV, 1st radio phone, desires experience, broadcast or servicing. Will travel. Box 112, BROADCASTING.

Florida—Girl, Northwestern graduate desires move Florida and continue radio. Excellent training. Experience dramatic, women's disc jockey program. Limited production, writing. Qualified small station program director. Familiar console. Interested all phases. All queries answered. State approximate salary. Available January 1st. Box 977, BROADCASTING.

Experienced continuity, program director desires position. Excellent background. Available very soon. Box 115, BROADCASTING.

$45.00 week! Midwest only. Commercial man, program director, combination. Eight years. Box 124, BROADCASTING.

Experienced radio bookkeeper, reliable, efficient. Will travel. Lucrative offers only. Box 131, BROADCASTING.

Employment Services

Looking for WELL TRAINED MEN?

Tell us your needs! Our graduates have thorough . . . full time technical training in one of the nation's finest Radio-Electronic-Television training laboratories.

These men are high grade...have F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

EMPLOYMENT SERVICE,
DEFOREST'S TRAINING, INC.
2533 N. Ashland Ave. Chicago 14, Ill.
Phone LIncoln 9-7260

Employment Services (Cont'd)

Radio stations! Are you looking for experienced or newly trained radio personnel? We can supply managers, salesmen, program directors, combo men and women, announcers, technicians—also secretaries and script girls. Make us your personnel manager—at no cost to you! Phone HU. 2-3283. National Radio Personnel Agency, 1653 N. Cherokee, Hollywood 28, Calif. Write, wire, phone.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!
Need Trained Personnel?
BROADCASTERS!
Want a Refresher Course?
BEGINNERS!
Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th Street, N. W.
Washington 10, D. C.
Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C
Please send information concerning
☐ Correspondence ☐ Residence Courses.
Name.....
Address.....
City..... State.....

For Sale

Equipment

Four bay RCA pylon antenna—170'. Lehigh tower—260', 3⅛" transmission line, clamps, dehydrator. Four tower lights, beacon, flasher, everything new. WNLC, New London, Connecticut.

For Sale (Cont'd)

Two 50 KVA Pittsburg, type ODSC, single phase 60 cycle, oil cooled transformers. IMPD, 3.6%. Primary, 4600 volts. Secondary, 115/220 volts. Box 121, BROADCASTING.

Brand new RCA 74-B junior velocity microphones, $20.00 each. Broadcast Equipment Company, Box 222, Evanston, Ill.

Federal field intensity meter 101C with loops covering 550 kc to 3300 kc. Brand new. $975. List price $1085 plus $75 tax. Archer Taylor, Box 1479, Missoula, Mont.

Gates FM transmitter 250 watt, frequency meter and modulation monitor, console, and two turntables. $4500.00. Condition excellent. George Waslo, 4111 Harrison Ave., Cincinnati, Ohio.

Two new Federal 892 R's. No hours. Money back guarantee. $275 each or $525 pair. KFVD, 338 S. Western Ave., Los Angeles.

1 RCA 76B console complete with power supply. Inquire Selwyn Kirby, KOOL, Adams Hotel, Phoenix, Ariz.

For sale—Two Austin toroidal tower lighting transformers 3 kw $304 each. Two RCA variable line equalizers $185.25 each. One RCA 76-B4 speech input consolette $1306.25. Two RCA 84-D equipment cabinets $142.50 each. One RCA 84-B equipment cabinet $171.00. Eight RCA BA-1A preamplifiers $61.75 each. Approximately 115,000 ft. #8 bare copper wire, soft drawn, at current price. Four RCA LC-1A monitoring speakers $275.50 each. All items original cartons. Used equipment WE 310-B transmitter, good condition $900.00. WE 25-B speech input consolette, good condition $250.00. Transportation to be paid by purchaser. 24-hour service. Additional equipment items list sent on request. Radio Station KSEI, Pocatello, Idaho.

Lehigh tower, 300 ft. self-supporting. Complete with insulators, flasher, beacon, sidelights. WLAW, Lawrence, Mass.

RCA amplifier, 1000 watts. Complete with tubes. WLAW, Lawrence, Mass.

RCA phasing equipment for three-tower array. WLAW, Lawrence, Mass.

One 75 KVA Pittsburg type ODSC, single phase 60 cycle. IMPD, 4.3%. Primary, 4600 volts. Secondary, 115/220 volts. Box 122, BROADCASTING.

New, unused, General Radio type 916-A RF bridge. $450 FOB. Radio Station KSWM, Joplin, Missouri.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

For Sale
WWXL
Peoria, Illinois
$80,000
$10,000 down
For Particulars Write
Giachini, Cerza and Ley
29 South LaSalle St.
Chicago

LATE CLASSIFIED

Help Wanted

Managerial

NORFOLK, VIRGINIA

New, unlimited time station will need manager and commercial manager. Please submit complete details as to experience, salary, photo and personal data.

BOX 138, BROADCASTING

Announcers

Versatile young announcer for FM station central New Jersey. Strong on discs, remotes, news. State qualifications, full details. Immediate. Box 140, BROADCASTING.

Announcer with play-by-play sports experience. Regular staff work plus coverage of all sports. Send full details, experience, salary expected to Radio Station WLAU, Laurel, Mississippi.

Technical

Wanted—Operator for 250 watt AM and 10 kw FM transmitters. Please give complete details first letter. WKPT, Kingsport, Tennessee.

Help wanted—Transmitter engineer 50 kws midwest station has opening for experienced transmitter engineer. Must have at least 5 years experience on 5 or 50 kws station. Box 141, BROADCASTING.

Situations Wanted

Salesmen

I will take charge of sales, provided commission is satisfactory. No drawing account wanted. Twenty two years experience. Box 137, BROADCASTING.

Salesman—Recent graduate Missouri University Journalism School. Eager to learn entire radio business during off hours. Married. Neat appearance. Contact Jack Cravens, Linton, Indiana.

Announcers

Thoroughly experienced announcer with excellent air sales record. 23, unmarried. Top personality jockey shows. Authoritative newscasts. Personality emcee. Excellent reference. Seeking good progressive station. Have proof of high listener capacity everywhere I've worked. No floater. Box 144, BROADCASTING.

Announcer. Experienced in commercials, newscasting, sports and disc shows. Also emcee and sales experience. Disc and photo on request. Irv Diamond, 1975 84th Street, Brooklyn, N. Y.

Announcing, acting, writing. Versatile, ambitious young lady with some experience, willing to work hard. Will travel. Box 997, BROADCASTING.

News Executives Accept Role in NARND Sessions

LEADING network news executives invited to participate in discussions at the annual convention of the National Assn. of Radio News Directors have accepted the invitation, Jack Shelley, NARND's second vice president, announced. Convention will be held in St. Louis Nov. 12-14.

Those planning to attend the sessions, which will be open to all interested newsmen, members and non-members alike, include Wells (Ted) Church, CBS director of news broadcasts; Frank McCall, NBC news and special events director, and A. A. Schechter, MBS vice president in charge of news and special events. Reservations are being accepted by Bruce Barrington, news director, KXOK St. Louis.

Situations Wanted (Cont'd)

Announcer — Attention Florida and Texas. Energetic, college graduate, 25, married, employed at one kilowatt station. Like job, but not climate. Newspaper and 8 months radio experience. Good on discs, commercials. Specialize on news and sports, also have excellent poetry-mood show. No drifter, anxious to settle. Disk and references. Box 135, BROADCASTING.

Top announcer. Good air voice. Excellent air sales record. Publicized disc jockey. Authoritative newscasts. Prefer states in or near New York. Box 143, BROADCASTING.

Announcer, last two years working for network affiliate. Excellent news delivery, good selling voice and console experience. Available on customary notice. All correspondence answered immediately. Box 139, BROADCASTING.

Production-Programming, others

Experienced producer - assistant program director places salary secondary to permanency, opportunity in change to small station as PD or assistant manager. East preferred. Three years experience, all phases, medium market. Veteran, college graduate with family. Excellent record, references. Box 134, BROADCASTING.

Program director. 5½ years actor—director N.Y.C. Comedy, variety, dramatic. BA Degree. Metropolitan area only. Box 133, BROADCASTING.

Experienced writer-announcer available. Sober, industrious, references. Box 142, BROADCASTING.

Wanted to Buy

Reliable parties wish to purchase 250 or 1000. Prefer west, mountain or southwest. Will consider any. Box 136, BROADCASTING.

Southwest Regional

$95,000

Located in one of the richest areas and in one of the best southwest markets. This facility is well established, operating profitably and enjoys top ratings.

This is one of the best opportunities in the southwest for capable radio management to further develop a good property in a good sized market.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	235 Montgomery Street
Sterling 4341-2	Central 1177	Exbrook 2-5672

Good Neighbor

PERSONAL GREETINGS were carried from the mayor of Toronto to the mayor of Worcester, Mass., by Mrs. Irene McCann, winner of the monthly Good Neighbor contest on WTAG Worcester. The Good Neighbor, selected from letters of nomination written to the station's *Julie 'n' Johnny* show, received a week-long, expense-paid trip to Canada for two. Mrs. McCann and her husband brought a plaque from the Canadian government and autographed council book of the city of Toronto in exchange for the key to the city of Worcester.

South Dakota Planning Armistice Day Network

ELEVEN SOUTH DAKOTA stations will be linked together as a state-wide network from 10:30-11:30 p.m. (CST) Nov. 11 to provide an Armistice Day program entitled *American Legion Radio Roundup.*

The special network will carry a live program featuring the Yankton Legion All-Girl Drum Corps, Sioux Falls Legion Chorus, Huron Auxiliary Chorus, Rapid City Legion Band, Aberdeen Legion Drum Corps, and the Watertown Legion Band, each originating from the respective cities. Cooperating stations will be KELO KIHO and KISD Sioux Falls; KWAT Watertown; WNAX Yankton; KABR KSDN Aberdeen; KDSJ Deadwood; KIJV Huron; KOTA Rapid City, and KMHK Mitchell. Ray Eppel, general manager of KMHK, is in charge of radio technicalities and Joe Martin, KMHK, will be m.c.

Public Relations Section Started by Weintraub

DAVID KARR, Washington and foreign correspondent, effective Nov. 1, becomes a vice president in charge of the newly created public relations department of William H. Weintraub Co., New York. William H. Weintraub, president, announced the appointment last Monday.

Mr. Weintraub said the new department will be composed of several other prominent journalists and public relations experts. New additions to this department will be announced shortly. Mr. Karr, for five years assistant to Drew Pearson, was previously with OWI.

TWO patents on automatic loading equipment for facsimile machines have been granted to Capt. W. G. H. Finch, president of Finch Telecommunications Inc. Equipment will be standard on all Finch machines. Loading device will eliminate need for hand-feeding copy to machine. Copy is automatically loaded and ejected after scanning.

NBC Consolidates Traffic Department

Matt Boylan Named Supervisor Of New Division

NBC last week consolidated three divisions of its traffic department in a realignment occasioned by increased traffic operating details resulting from television.

Harry C. Kopf, administrative vice president in charge of sales and stations, said the single entity resulting from the merger would be known as the stations notification division. The three formerly separate divisions were commercial traffic, sustaining traffic and station reports.

Matt Boylan, former supervisor of commercial traffic, was appointed supervisor of the new division. Hamish McIntosh, former assistant to Mr. Boylan, was named section supervisor of the commercial program section of the new division and will be responsible for notifications to stations concerning both AM and TV commercial programs.

Miss A. M. Caramore, former sustaining traffic supervisor, is now section supervisor of the sustaining traffic section which will notify stations about both AM and television sustaining programs. Margaret Riebhoff, section supervisor of the station reports section, will continue in that responsibility and will additionally supervise the stenographic and clerical work of the entire new division.

Dillard Informs Dealers TV Won't Replace AM, FM

"TELEVISION is a new and separate industry and will never supplant the radio business," Everett L. Dillard, past president of FM Assn., told 350 dealers and distributors in Peoria, Ill., Oct. 14. Mr. Dillard, president of Continental (FM) Network, was guest speaker at a dealer meeting held by WMBD-FM Peoria.

Quoting figures, Mr. Dillard said that television has not cut into the radio sales market to any serious extent. "Today's manufacturing trends determine what will be sold in the future," he told dealers and distributors, adding that the present manufacture rate of FM receivers clearly indicates its position in the future. An increasing number of FM stations means increased sales for dealers, he also pointed out.

Jim Ebel, WMBD engineering director, introduced Mr. Dillard and led a general discussion on the local picture of FM and TV.

Student Salesmen

THE SENIOR class of Oyster Bay (N. Y.) High School will sell WKBS Oyster Bay time in Oyster Bay, Syosset and Bayville, N. Y. They will receive the usual 15% commission for their class fund and Easter vacation trip expenses. The selling program will become effective upon completion of WKBS' tower, and will continue during station's program tests.

FCC Actions

(Continued from page 73)

ated for hearing application for renewal of FM license, in consolidated proceeding with application of Winchester Bestg. Corp. and WWNC-FM application for CP; said hearing to be held in Washington on April 18, 1949.

October 26 Applications . . .

ACCEPTED FOR FILING

License for CP

WRUN Utica, N. Y.—License to cover CP new AM station.

License for CP

KWFT-FM Wichita Falls, Tex.—License to cover CP new FM station.

WMAQ-FM Chicago—Same.

WKYC Paducah, Ky.—Same.

License for CP

WBZ-TV Boston—License to cover CP new commercial TV station and to designate ERP vis. 15.61 kw and make changes in ant.

TENDERED FOR FILING

AM—550 kc

WNDB Daytona Beach, Fla.—CP change hours from D to unl., frequency from 1150 to 550 kc, using 1 kw and install DA-N.

APPLICATION RETURNED

Assignment of CP

KBKO Portland, Ore.—Voluntary assignment of CP from Harold Krieger and Gordon E. Bambrick, co-partners d/b as Mercury Bestg. Co. to Mercury Bestg. Co. Inc. RETURNED 10-12-48. Incomplete.

October 27 Decisions . . .

BY COMMISSION EN BANC

STA Denied

WNYC New York—Denied request filed by Mayor William O'Dyer in behalf WNYC for STA operate station after 10 p.m. Nov. 2 through conclusion of election returns Nov. 3.

License Renewal

Following stations were granted renewal of licenses for period ending Nov. 1, 1951: WDOD Chattanooga; KRHD Duncan, Okla.; KCOR San Antonio; WIBA Madison, Wis.; KID Idaho Falls; WSPR Springfield, Mass.; KUOA Siloam Springs, Ark.; KRIS Corpus Christi; WGAD Gadsden, Ala.; KXOB Stockton, Calif.; KPOW Powell, Wyo.; KREI Farmington, Mo.; KREL Baytown, Tex.; KROP Brawley, Calif.; KSFT Trinidad, Col.; KTAE Taylor, Tex.; KWHI Brenham, Tex.; KWWL Waterloo, Iowa; KYA San Francisco; WEEB Southern Pines, N.C.; WGWR Asheboro, N.C.; WIOU Kokomo, Ind.; WLBK DeKalb, Ill.; WLIZ Bridgeport, Conn.; WMAK Nashville, Tenn.; WMLS Sylacauga, Ala.; WNGO Mayfield, Ky.; WPPA Pottsville, Pa.; WTRF Bellaire, Ohio; WXYZ (& aux.) Detroit; WORC Worcester, Mass.; WORK York, Pa.; WHKY Hickory, N. C.; WCOG Greensboro, N.C.; WDSU (& aux.) New Orleans; WAGF Dothan, Ala.; KRGV Weslaco, Tex.; KVET Austin, Tex.; WGBF Evansville, Ind.; WJDX Jackson, Miss.; KRNT (& aux.) Des Moines; KFAC Los Angeles; KYNO Fresno, Calif.; WHLD Niagara Falls; KAGH Pasadena; WKLX Lexington, Ky.

License Extension

Licenses for following stations were extended on temp. basic only, for period ending March 1, 1949: WMCK McKeesport, Pa.; WHYU Newport News; WTUX Wilmington, Del.; WVET Rochester, N. Y.; KITO San Bernardino; KIT Yakima, Wash.; KMO (& aux.) Tacoma, Wash.; KGIL San Fernando, Calif.; KFFA Helena, Ark.; WEMB San Juan; WOBS Jacksonville, Fla.; KOKX Keokuk, Iowa; WMRO Aurora, Ill.; WIRK West Palm Beach; KDYL Salt Lake City; KGB San Diego; WFBK Peoria; WADC Akron, Ohio; WFBC Greenville, S. C.; KSRO Santa Rosa, Calif.; WTKK Erie, Pa.; WCMN Arecibo, P. R.; WSAT Salisbury, N. C.; KFOX Long Beach, Calif.; KIOX Bay City, Tex.; KVOA Tucson, Ariz.

BY COMMISSIONER HYDE

Mississippi Valley B/cg Co., New Orleans—Granted petition to dismiss without prejudice its application for TV station (BPCT-310; Docket 8935).

WFMZ Allentown, Pa.—Continued the hearing on application for mod. of FM permit (BMPH-1100; Docket 8876) from Oct. 27 to November 29 at Washington.

BY COMMISSIONER WALKER

John R. Tomek, Wausau, Wis.—Granted petition for leave to amend application for AM station to specify revised figures relative to amount of commercial time proposed.

October 27 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

James L. Killian, Fort Payne, Ala.—CP new AM station 1260 kc 250 w D AMENDED to request 1290 kc.

AM—1490 kc

WVEC Hampton, Va.—CP switch from 1050 kc to 1490 kc, change hours from D to unl., make changes in vertical ant. and change trans. site (Contingent on WSAP vacating 1490 kc).

AM—1350 kc

WSAP Portsmouth, Va.—CP switch from 1490 kc to 1350 kc, increase 250 w to 5 kw, install new trans. and DA-DN and change trans. site.

License for CP

WULA Eufaula, Ala.—License to cover CP new AM station.

WPTR Albany, N. Y.—Same.

KWAL Wallace, Idaho—License to cover CP change frequency, increase power, etc.

License Renewal

KDYL Salt Lake City—License renewal AM station and aux.

Assignment of License

WKRZ WKRZ-FM Oil City, Pa.—Voluntary assignment of AM license and FM CP from Kenneth Edward Rennekamp to WKRZ Inc.

License for CP

WELL-FM Battle Creek, Mich.—License for CP new FM station.

WHTN-FM Huntington, W. Va.—Same.

TENDERED FOR FILING

Assignment of License

KIOX Bay City, Tex.—Assignment of license from John George Long, T. C. Dodd and Harry L. Reading Jr. d/b as Bay City Bestg. Co. to John George Long d/b as Bay City Bestg. Co.

October 28 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Granted CPs for three new Class B FM stations; issued CPs for two Class B FM outlets in lieu of previous cond. (See story page xx).

Employment Data

Released complete tabulations showing standard broadcast employment and compensation for 7 networks and 1,260 stations for sample week in Oct. 1947. Data are presented separately for stations having 15 or more, or fewer than 15 employees, with stations grouped by class and time, by states, by geographic regions and class and time, by size of community, and by metropolitan districts. (See story page xx).

Petition Denied

KTAR Phoenix, Ariz.—Adopted memorandum opinion and order denying petition of KTAR requesting that Commission issue to KWFT Wichita Falls, Tex., order to show cause why its CP as mod. to increase N power should not be mod. to require continuance of that degree of protection from electrical interference heretofor accorded service area of KTAR.

Petition Granted

WCAZ Carthage, Ill.—Upon petition for reconsideration directed against Commission action of July 12, 1948, granting application of WCFL for mod. license, Commission ordered that said action be set aside and application of WCFL to provide different DA-D (DA-1) be designated for hearing and WCAZ be made party to proceeding.

Further Hearing

Dr. Francisco A. Marquez, Aguadilla, P. R.—Commission on own motion reopened record for further hearing in proceeding involving application for new station 550 kc 1 kw unl., to determine whether Dr. Marquez or, with his knowledge and consent, his agents or representatives, did pay or promise payment in money or any other thing of value to Jacinto Sugranes in consideration for requesting dismissal of latter's application.

Hearing Designated

Jefferson County Radio and Television Co. and Cecil W. Roberts, Festus, Mo.—Designated for hearing in consolidated proceeding application of Jefferson County with that of Cecil Roberts, both requesting 1010 kc 250 w D.

CP Reinstated

WKST New Castle, Pa.—Granted application for reinstatement of CP which authorized increase power, mod. DA and install new trans.

AM—1490 kc

Ben J. Sallows, Alliance, Neb.—Granted CP new station 1490 kc 250 w unl.; estimated cost $17,773.

Program Authority

American Bestg. Co. Inc., New York—Granted application for renewal of permit to produce recorded programs to be transmitted to Canadian stations for broadcast purposes.

SSA—1540 kc

WJMJ Philadelphia—Granted extension of SSA for period of 90 days for operation of WJMJ on 1540 kc 1 kw D.

Petition Denied

WBMD Baltimore—Denied petition requesting Commission designate for hearing its application to change operating assignment from 750 kc to 1 kw D to 1400 kc 250 w unl. in consolidated proceeding with applications of Belvedere Bestg. Corp. et al, and Commission dismissed said application subject to refiling after decision is rendered in matter of Belvedere Bestg. Corp. application or it is otherwise disposed of.

Hearing Designated

KWED Seguin, and Mrs. Jane Rascoe, Cornus Christi, Tex.—Upon petition of KWED that application of Mrs. Jane Rascoe be designated for hearing on issues of interference, application of Mrs. Jane Rascoe for new station 1580 kc 250 w D was designated for hearing and KWED made party to proceeding.

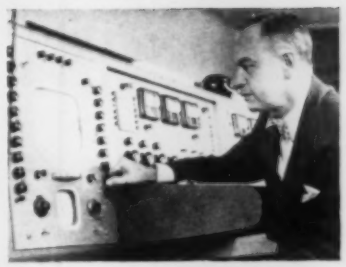
Valley Bestg. Corp., Holyoke, Mass.—Designated for hearing application new station 930 kc 500 w D in consolidated proceeding with applications of WPAT Paterson, N. J., and WFMD Frederick, Md., and made WHAY New Britain, Conn., party to proceeding.

Modification of CP

KWIM Des Moines, Iowa—Granted mod. CP for approval of ant., trans. and studio locations.

Petition Granted

Sarkes Tarzian, Bloomington, Ind.—Upon consideration of petition of Tarzian for reconsideration of Commission's action of July 16, 1948, which designated for hearing petition of WDEF Chattanooga on issues designed to determine whether operation of Tarzian's station would cause interference, Commission ordered said action of July 16 set aside and petition of WDEF be denied.



GEORGE B. STORER, president of Fort Industry Co., throws the switch Oct. 24 for the premier telecast on the company's video station, WJBK-TV Detroit. Daily programming on the station will include features from the CBS and DuMont television networks. Comdr. Storer is now on temporary active duty with the Navy.

Hearing Designated

Piedmont Bestg. Co., Greenville, and Bruce Johnson Co., Anderson, S. C.—Designated for hearing in consolidated proceeding application of Piedmont and that of Bruce Johnson Co. both requesting new stations 1490 kc 250 w unl.

Overlook Hills Development Co., Steubenville, Ohio, and Weirton Bestg. Co., Weirton, W. Va.—Designated for hearing in consolidated proceeding application of Overlook for new station 1430 kc 1 kw unl. with Weirton application for new station on same frequency with 500 w D, and made WRRN Warren, Ohio, and WJPA Washington, Pa., parties to proceeding.

Taunton Radio Corp., Taunton; Jackson Assoc. Inc., Attleboro, and WCRB Waltham, Mass.—Designated for hearing in consolidated proceeding application of Taunton and Jackson Assoc. each requesting new station 1320 kc 1 kw D, and application of WCRB for mod. license to increase power from 500 w to 1 kw, operating on 1330 kc.

Fort Payne On the Air and James L. Killian, Fort Payne, Ala.—Designated for hearing in consolidated proceeding application of Fort Payne for new station 1250 kc 250 w-D 100 w-N unl. with application of Killian for 1260 kc 250 w D.

WGIN Glens Falls, and Richard O'Connor, Saratoga Springs, N. Y.—Designated for hearing in consolidated proceeding application of WGLN to change 1230 kc 100 w unl. to 1280 kc 1 kw (DA-2) unl. with application of O'Connor for new station 1280 kc 1 kw D, and made WOV New York party to proceeding.

Record Closed

WLOE Leaksville, N. C.—Upon consideration of request for waiver of hearing pursuant to Sec. 1.391 of rules, Commission ordered application of WLOE to increase power be removed from hearing calendar and record considered closed as of July 12, 1948; and that applicant's petition for reconsideration and grant without hearing be dismissed as inconsistent with request for waiver of hearing.

Hearing Designated

WSPD Toledo, Ohio—Upon petition by WSPD requesting Commission reconsider and set aside action of Jan. 16, 1948, granting without hearing application of Northeastern Indiana Bestg. Co. Inc., Ft. Wayne, to modify CP to operate WKJG daytime with DA pattern other than one specified in original CP, Commission ordered WSPD petition designated for hearing on Dec. 2 in Washington upon following issue: To determine whether operation of proposed station at Ft. Wayne, Ind. (WKJG) under original CP would involve objectionable interference with WSPD Toledo and whether operation of WKJG under mod. application would involve increase of interference, if any, with WSPD Toledo, and, if so, nature and extent thereof, areas and populations affected thereby, and availability of other broadcast service to such areas and populations; further ordered that WKJG and WSPD be made parties to proceeding.

Petition Denied

William M. Drace, Greer, S. C.—Denied petition for leave to amend application to specify 1490 kc 250 w unl. in lieu 1240 kc without prejudice to applicant filing new application for frequency without regard to one year rule.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO OCTOBER 28

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,803	297[1]		534	309
FM STATIONS	195	726[2]	83[3]	86	36
TV STATIONS	7	116[4]		309	184

[1]70 are on air; [2]38 are on air; [3]22 are on air; [4]36 are on air. All licensed stations also are operating.

AM APPLICATIONS

La Grange, Ill.—Russell G. Salter, 1300 kc, 500 w, day. Estimated cost $17,020. Mr. Salter is technical supervisor, secretary-treasurer and one-third owner of WAUX and WAUX-FM Waukeska, Wis., and managing director, secretary-treasurer and one-third owner of WBEL Beloit, Wis. Lloyd Burlingham holds option to purchase his WBEL holding for $15,000 plus. Filed Oct. 26.

Mt. Pleasant, Mich.—Paul A. Brandt, 1150 kc, 500 w, day. Estimated cost $27,500. Mr. Brandt is owner of Economy 5¢ & 10¢ to $1 Store there. Filed Oct. 28.

FM APPLICATION

Albertville, Ala.—Pat Murphy Courington, Channel 254 (98.7 mc), ERP 2.16 kw. Estimated cost $11,435. Mr. Courington is licensee WAVU Albertville. Filed Oct. 27.

At Deadline ...

COMBINED PRICE UPHELD IN THACKREY TRANSFERS

FCC REFUSED Friday to require separate prices for each station involved in $1,045,000 sale of Mrs. Dorothy Thackrey's West Coast radio properties to Warner Bros. Pictures [BROADCASTING, June 28, Aug. 16, 30]. Comr. Robert F. Jones dissented.

Stations are KYA San Francisco and KLAC and KLAC-TV Los Angeles. Reversing earlier ruling, FCC said competitive bidders under AVCO Rule must bid for all three or none. But time for filing competing bids was extended to Nov. 29 since original deadline expired "during this period of uncertainty" over procedure.

Oilman Edwin W. Pauley's Southern California Television Co., wanting to compete with Warners for purchase of KLAC-TV but not KYA or KLAC, had contended FCC's decision in AVCO case and resultant AVCO Rule require separate valuation for each property. Otherwise, Southern California said, FCC can't tell whether there is "trafficking" in licenses and permits. Mrs. Thackrey and Warner Bros. replied that she does not want to sell stations separately, that they can't be separately evaluated under existing sales agreement, and that AVCO Rule doesn't require separation.

FCC found it had no applicable rule or policy and had acted both ways (most frequently not requiring separations). AVCO decision, FCC said, "specifically directs a delineation only between broadcast and non-broadcast properties" even though that case—sale of Crosley's WLW Cincinnati and associated non-broadcast interests to AVCO Mfg. Corp.—also involved several stations (AM, international, and relay).

Failure to require separation will not prevent Commission, in acting upon applications, from "securing full information as to the portion of the purchase price which is allocable to each of the several stations in determining whether the transfers are in the public interest," FCC said.

Warner owns KFWB Los Angeles (980 kc, 5 kw) but would sell it or KLAC (570 kc, 5 kw day, 1 kw night) if transfer is approved. KYA is on 1260 kc with 5 kw day, 1 kw night. Mrs. Thackrey also owns WLIB New York and *New York Post*.

TV JARGON CRITICIZED

PEOPLE in television "talk a bastard English," said Mrs. Leslie B. Wright, chairman of legislation department, General Federation of Women's Clubs, at Friday forum in Washington. "Just give us clean shows that are entertaining," she told group discussing effect of radio, movies and comic books on juvenile delinquency.

CONTINENTAL N. Y. FEED

CONTINENTAL Network to feed Rural Network (FM) Tuesday night election returns. New York regional will pick up Continental signal from Alpine, N. J.

EDGAR BERGEN and Fred Allen (NBC) moving ahead of ABC giveaway competition, Hooper report covering Oct. 17, 8-9 p.m., shows. Bergen had 14.7 rating, 36.6 share of audience and ABC's *Stop the Music* 12.1 and 29.6, 8-8:30 p.m. Allen rated 16.9 with 40.9 share of audience, *Stop the Music* 16.6 and 40.0, 8:30-9 p.m.

FREE-TIME APPEAL BY EMERSON PROTESTED

BID by Emerson Radio & Phonograph Corp. for free time on behalf of its new 602 FM receiver, widely promoted in paid newspaper and magazine space, arousing industry protests, according to NAB.

Typical was that of L. A. Blust Jr., commercial manager of KTUL and KTUL-FM Tulsa. Acknowledging letter from Charles Robbins, Emerson sales manager, Mr. Blust wrote, in part:

We believe the spot announcements you have enclosed in your letter to be run by us gratuitously are clear, concise and to the point, and should sell a lot of Emerson sets. We believe KTUL and KTUL-FM can help you a lot in moving these radio sets off the dealers shelves, into the listeners homes. As a matter of fact, you might even spend some of your advertising dollars in radio. You would be supporting a media that makes it possible to sell your radio sets; and we believe you would be getting your moneys worth as well . . . Yes sir, I believe you've got something in this new low-priced 602 FM receiver; and I know you won't overlook your co-workers in this broadcasting and receiving business when you place your advertising campaign.

WBKB APPROACHED ON NETWORK ALLIANCE

JOHN BALABAN, WBKB (TV) Chicago director, said Friday he had received letter from official of major network, presumably CBS, proposing alliance between WBKB and network's Chicago outlet. Asked whether official represented CBS, Mr. Balaban declined comment. WBBM, CBS-owned, is only Chicago network affiliate without Midwest video loop tieup.

Mr. Balaban revealed appointment of WBKB Advisory Planning Board including top Balaban and Katz officials.

ROACH HEADS HTFPA

HAL ROACH JR., production vice president, Hal Roach Studios, named president of newly-formed Hollywood Television Film Producers Assn. Others elected were: Carl Dudley, Dudley Pictures Corp., vice president; Rudy Vallee, Vallee Video Inc., secretary; Roland Reed, Roland Reed Productions, treasurer. Directorate also named in addition to officers.

RODGERS GETS WDTV POST

RAYMOND W. RODGERS, WFIL-TV Philadelphia, appointed acting chief engineer of WDTV, DuMont video station in Pittsburgh.

MRS. KATHRYN MAPES

MRS. KATHRYN MAPES, 66, president of KRIC Beaumont, Texas, died there Thursday evening. She was also publisher of Beaumont *Enterprise* and *Journal*.

MISS HENNOCK ON CBS

FRIEDA HENNOCK, FCC Commissioner, will make television appearance on CBS-TV's *Vanity Fair* tomorrow (Tuesday) at 1 p.m. She will be interviewed by Dorothy Doan.

RICHARD E. JONES, managing director of WJBK WJBK-FM Detroit, named general manager of overall Fort Industry Detroit operations, George Storer, president, announced Friday. Mr. Jones, who joined owning company last September, will also supervise operation of WJBK-TV.

NEW wide-angle lens for 8mm, 16mm, 35mm and TV cameras introduced by Dr. Frank Back, Zoomar inventor, in closing sessions of Society of Motion Picture Engineers convention in Washington.

FCC SETS DATE TO HOLD WINCHESTER HEARING

QUALIFICATIONS of Richard Field Lew Jr. to continue operation of WINC-FM W chester, Va., added as new hearing issue FCC order consolidating FM renewal requ with AM proceeding involving WINC and n applicant, Winchester Broadcasting Co Hearing set April 18, 1949. Issue concern "particularly with reference to the truth falsity" of charges exchanged between b applicants.

Winchester Broadcasting seeks 1 kw day on 1 kc. WINC seeks switch from 250 w on 1400 kc 500 w night, 1 kw day on 950 kc, frequency ear sought daytime with 1 kw by new applicant.

FCC ruled Friday that Ronald B. Woodyard n not dispose of his 45% stock in WIZE Springfi Ohio—one of conditions specified when he and a ciates received grants for WONE and WONE-F Dayton—until FCC itself disposes of his petition waiver of that condition. Skyland Broadcas Corp., WONE and WONE-FM, grantee, of wh Mr. Woodyard is president and 17% owner, cla Mr. Woodyard is unable to sell WIZE stock beca Secretary of Commerce Charles Sawyer, controll stockholder, authorizes such low stock dividends

URGES UN STATIONS

SEN. BRIEN McMAHON (D-Conn.) propose Friday that UN insist on right to set up an operate stations and publications in each Big Five nations to pierce Russia's Iron Cu tain. UN's greatest hope lay in possible "ap peal to world-wide public opinion," throug which "aggressors could be curbed," he said.

HEADS RADIO-TV PANEL

S. L. WEAVER JR., vice president in charg of radio and television, Young & Rubicam, Ne York, will head radio-TV panel at AAAA eastern annual conference Nov. 15 at Waldorf Astoria, New York.

COY'S KENTUCKY SPEECH

FCC Chairman Wayne Coy will speak at Ken tucky Broadcasting Assn. fall dinner Nov. 15 i Owensboro, Ky. Two-day sessions have bee scheduled for annual KBA fall meeting.

Closed Circuit

(Continued from page 4)

merce Committee, and conservative Clyde M Reed of Kansas. They have almost identica seniority. Democratic victory would mean tha Sen. "Big Ed" Johnson of Colorado, anti-clea channel and anti-super power leader, would assume helm.

FCC MAY initiate new meeting procedur whereby actions would be segregated for con sideration on every-other-week basis. Ex ample: Docket cases and rule-making proce dure one week; regular "flimsy" actions an routine next week.

STATE DEPT., planning three relay station in undisclosed foreign countries for "Voice o America" broadcasts, to announce completio of first within week or so. Construction o others is in post equipment-procurement stage. Names of sites not divulged, cloaked i security in view of treaty negotiation and/o question of demand for frequencies. Govern ment owns shortwave relay operations i Honolulu, Munich, and Manila.

GET-TOUGH POLICY on directional antenna installations shaping up at FCC. Concerned over faulty engineering plans which looked good on paper but produced sloppy results, in doubtful cases FCC will require demonstration of workability before issuing CP and regular measurements after operations start.

Time-on-the-Air Isn't All!

What happens when a manufacturer or his agent comes to WLW with a sales problem? If it's at all possible, he gets help. And help through time-on-the-air is by no means all.

At The Nation's Station, this fact has long been recognized: advertising alone is seldom the complete answer to a sales problem. So WLW's service to advertisers goes much deeper. With a "know-how" peculiar to the area—and with unrivaled facilities—WLW can help smooth out problems of distribution, selling appeal, packaging, dealer and consumer attitude and other factors which must be right if advertising is to be fully effective.

Here's a case history: Several years ago, a small local manufacturer came to WLW. Distribution was limited in Cincinnati—light and spotty in WLW's 4-state area. A distribution campaign, conducted by WLW's Specialty Sales division, was followed by a modest schedule of spot announcements. Recommendations were made on packaging, selling appeal, display and supplemental media. WLW's Merchandising Department helped secure dealer acceptance and store display.

The result? Sales increased and expansion followed. In this area, the product is now the largest seller in a highly competitive field. The manufacturer is also one of WLW's largest and most consistent advertisers . . . the reason, we believe, why "radio advertising" was given as the factor which influenced purchases among nearly 70% of the product users, in a recent survey of WLW's consumer panel.

Further, this advertiser has followed the same basic formula in other sections of the country . . . so successfully that two additional plants have been established to supply the sales demand.

The lessons and experience you may learn in WLW-Land will apply for all the nation. For the WLW Merchandise-Able Area is a true cross-section of America, an ideal proving ground for new ideas, products packages and techniques.

Yes, the nearly 14 million people who live in WLW-Land mirror America. And with its unequalled facilities—its man power and "know-how", WLW can help you learn how to reach them . . . and sell them.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation